White Hat SEO

The Definitive Guide

BACKLINKO

BACKLINKO.COM

This is a complete guide to white hat SEO in 2019.

So if you want to rocket your site to Google's first page (without breaking the rules), you'll love the strategies and tips in this guide.

We've got a lot to cover, so let's get started.

About the Author

Hey, it's Brian Dean.

When I launched my first website back in 2010, I used 100% black hat SEO.

Keyword stuffing.

Shady links.

And strategies that were designed to "trick" Google.

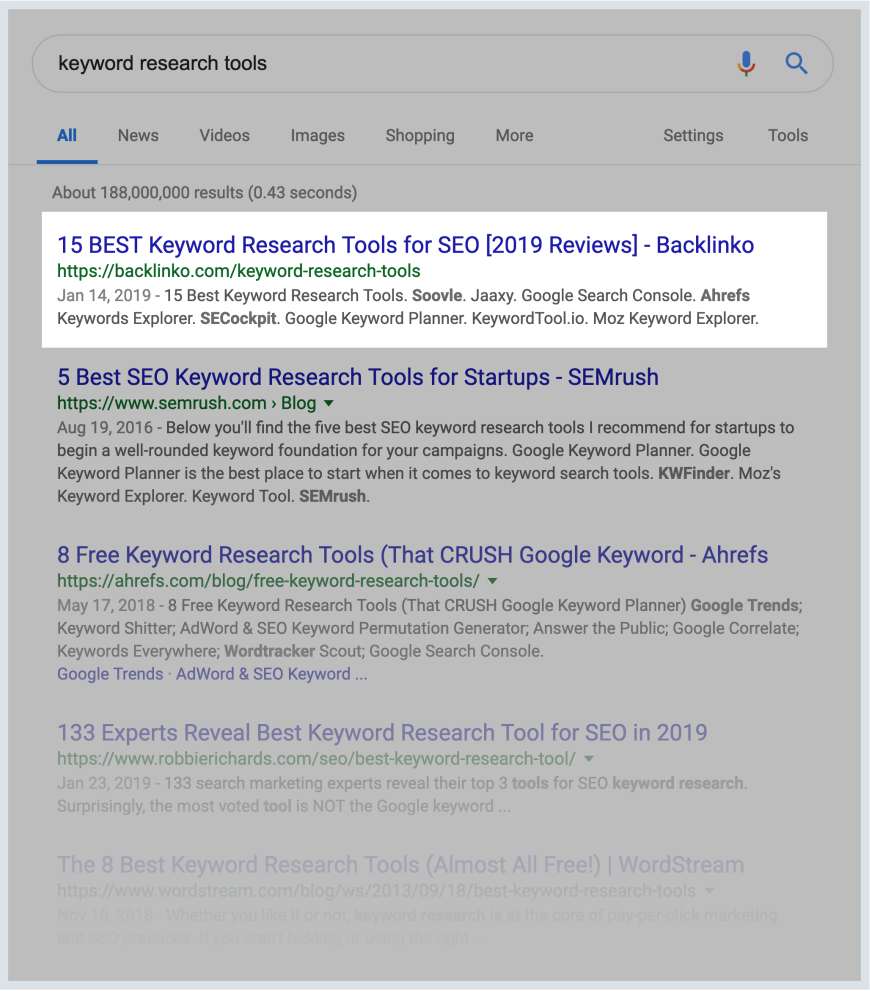
Even though these shady tactics worked temporarily... they didn't last.

That's why I eventually switched over to a white hat SEO approach.

(In other words, Google-approved SEO strategies)

And it worked!

Today, thanks to the strategies in this guide, my site ranks on Google's first page for thousands of different keywords, including competitive ones like, "keyword research tools":


keyword research tools
All
News
Videos
Images
Shopping
More
Settings
Tools
About 188,000,000 results (0.43 seconds)
15 BEST Keyword Research Tools for SEO [2019 Reviews] - Backlinko
https://backlinko.com/keyword-research-tools
Jan 14, 2019 - 15 Best Keyword Research Tools. Soovle. Jaaxy. Google Search Console. Ahrefs Keywords Explorer. SECockpit. Google Keyword Planner. KeywordTool.io. Moz Keyword Explorer.
5 Best SEO Keyword Research Tools for Startups - SEMrush
https://www.semrush.com › Blog
Aug 19, 2016 - Below you'll find the five best SEO keyword research tools I recommend for startups to begin a well-rounded keyword foundation for your campaigns. Google Keyword Planner. Google Keyword Planner is the best place to start when it comes to keyword search tools. KWFinder. Moz's Keyword Explorer. Keyword Tool. SEMrush.
8 Free Keyword Research Tools (That CRUSH Google Keyword - Ahrefs
https://ahrefs.com/blog/free-keyword-research-tools/
May 17, 2018 - 8 Free Keyword Research Tools (That CRUSH Google Keyword Planner) Google Trends; Keyword Shitter; AdWord & SEO Keyword Permutation Generator; Answer the Public; Google Correlate; Keywords Everywhere; Wordtracker Scout; Google Search Console.
Google Trends · AdWord & SEO Keyword ...
133 Experts Reveal Best Keyword Research Tool for SEO in 2019
https://www.robbierichards.com/seo/best-keyword-research-tool/
Jan 23, 2019 - 133 search marketing experts reveal their top 3 tools for SEO keyword research. Surprisingly, the most voted tool is NOT the Google keyword ...
The 8 Best Keyword Research Tools (Almost All Free!) | WordStream
https://www.wordstream.com/blog/ws/2013/09/18/best-keyword-research-tools
Nov 16, 2018 - Whether you like it or not, keyword research is at the core of pay-per-click marketing and SEO practices. If you aren't bidding or using the right ...

And now it's time for me to share these strategies with you.

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Chapter 1

Keyword Research

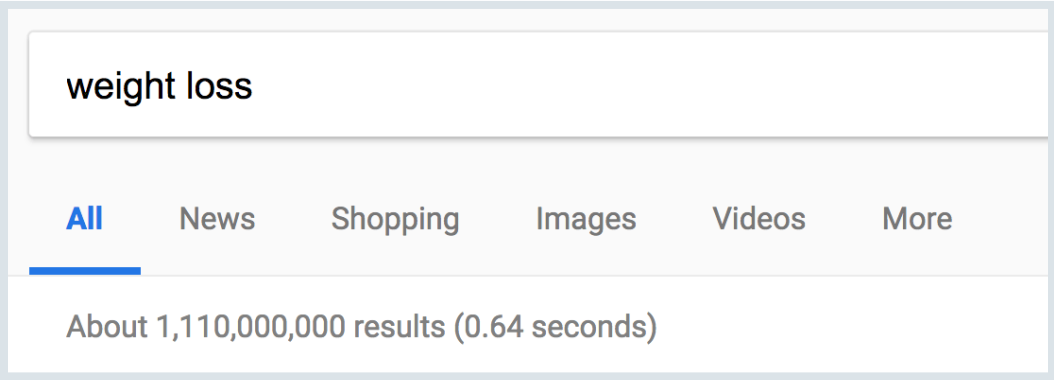
In this chapter you'll learn exactly how to find keywords that your customers search for every day.

Specifically, I'll walk you through 5 proven keywords strategies that I personally use to find keywords.

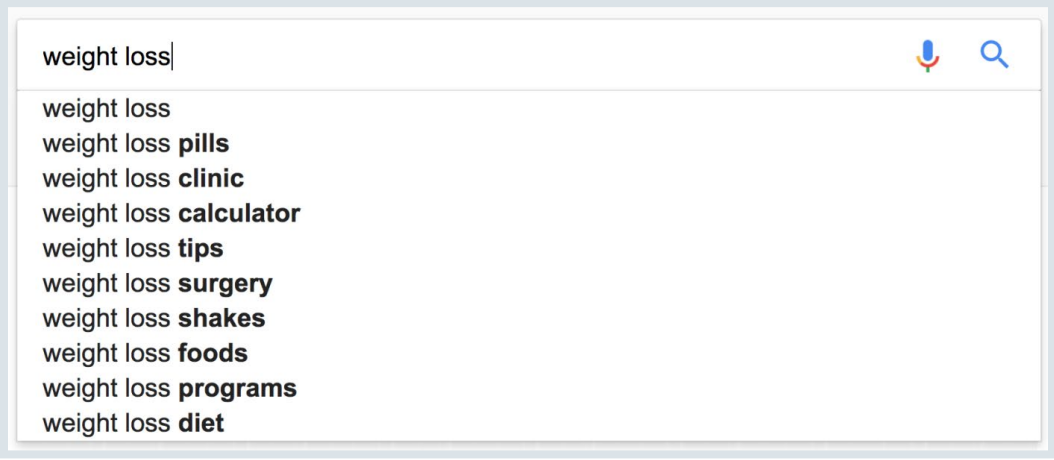
Let's kick things off with our first strategy...

Find Awesome Long Tail Keywords With Google Suggest

This couldn't be simpler: Just type in a keyword that you want to rank for...



...and jot down the keywords that Google suggests.



Why is this important?

Well, most people struggle with SEO because they target keywords that are too competitive.

(I can't tell you how many people email me saying: "I want to rank #1 in Google for 'weight loss'." #facepalm)

That's why Google Suggest is so darn powerful:

These suggested keywords are "long tail keywords" that aren't insanely competitive.

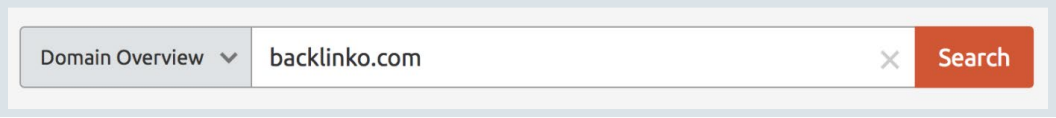
But because Google is suggesting them, you know that people actually search for them.

Copy Competitors' Keywords

Honestly, this is my go-to keyword research strategy right now. You can easily spend HOURS hunting around for the right keyword. Or you can just steal the exact keywords that your competition is targeting.

Here's how it works:

First, find a competing site that's doing really well with their SEO. Then, pop that site into a keyword research tool... like Ahrefs or SEMRush.



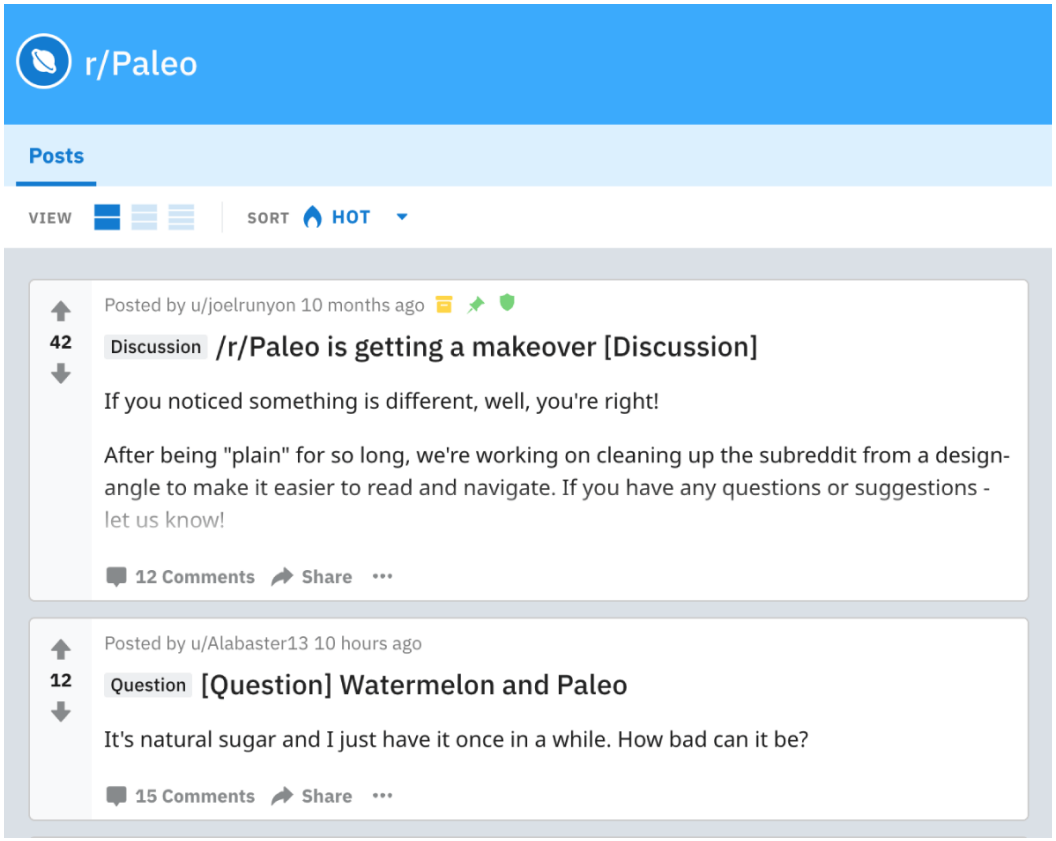
Bam! You get a list of the exact keywords that site already ranks for.

Keyword	Pos.	Volume	KD
google keyword planner	5 (4)	49,500	71.92
keyword planner	7 (8)	49,500	73.97
keyword	7 (8)	33,100	68.78
cpa marketing	1 (1)	2,400	67.74
...	...	...	...

Online Communities

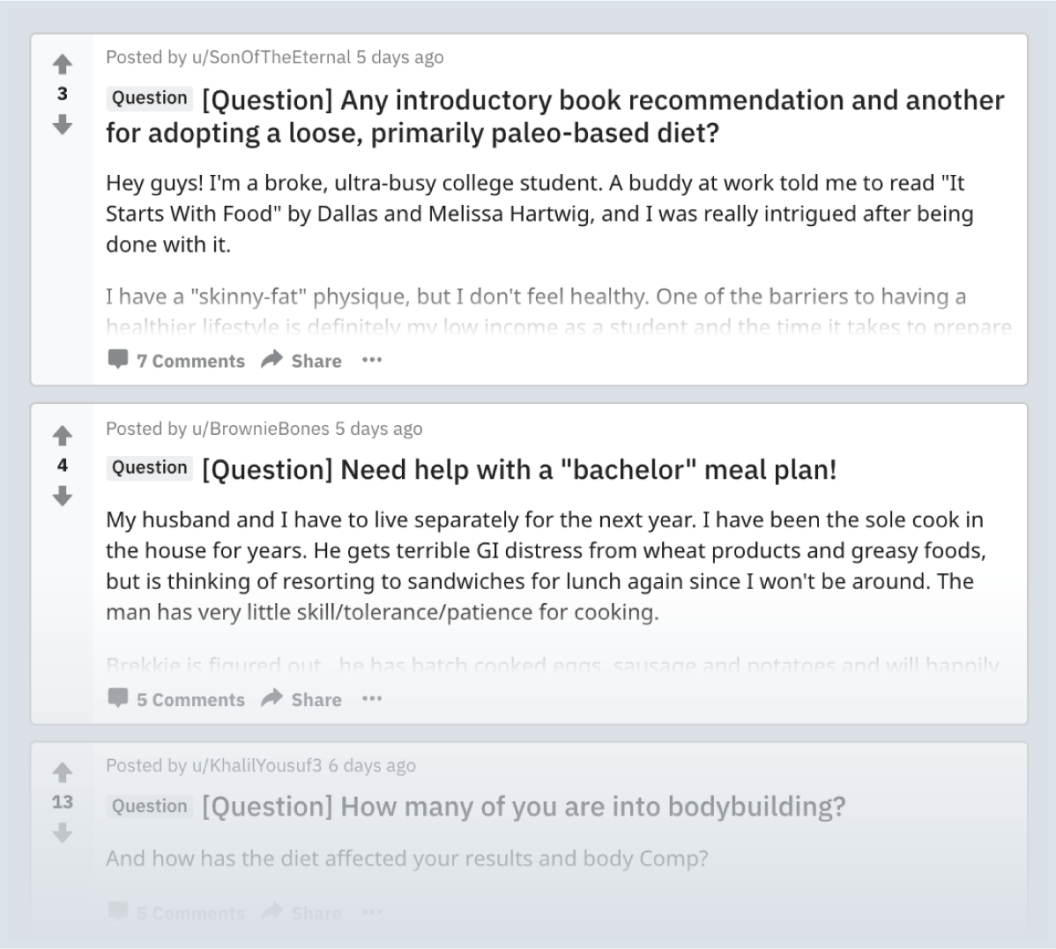
This strategy is simple:

First, head over to an online community where your audience hangs out, like Reddit.


r/Paleo
Posts
VIEW
SORT HOT
Posted by u/joelrunyon 10 months ago
42
Discussion /r/Paleo is getting a makeover [Discussion]
If you noticed something is different, well, you're right!
After being "plain" for so long, we're working on cleaning up the subreddit from a design-angle to make it easier to read and navigate. If you have any questions or suggestions - let us know!
12 Comments Share
Posted by u/Alabaster13 10 hours ago
12
Question [Question] Watermelon and Paleo
It's natural sugar and I just have it once in a while. How bad can it be?
15 Comments Share

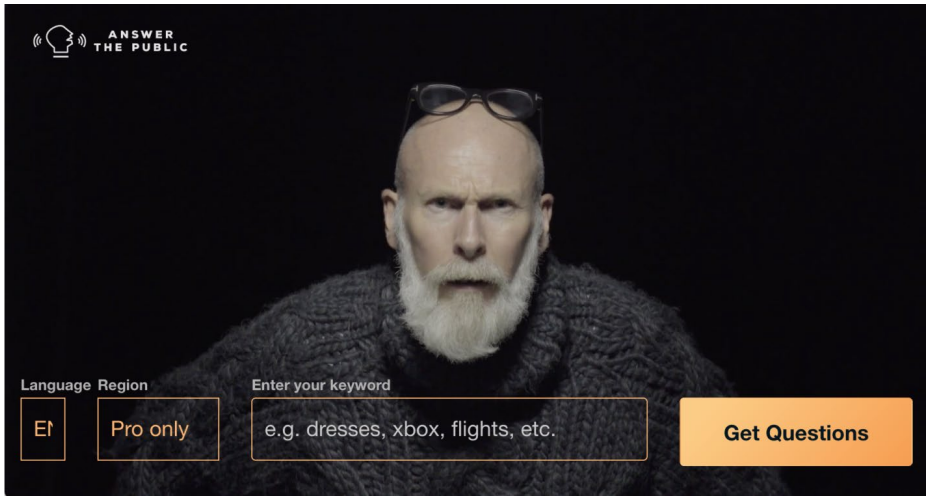
Then, pay attention to the words and phrases people use over and over again.

(Especially when asking questions)


Posted by u/SonOfTheEternal 5 days ago
3
Question [Question] Any introductory book recommendation and another for adopting a loose, primarily paleo-based diet?
Hey guys! I'm a broke, ultra-busy college student. A buddy at work told me to read "It Starts With Food" by Dallas and Melissa Hartwig, and I was really intrigued after being done with it.
I have a "skinny-fat" physique, but I don't feel healthy. One of the barriers to having a healthier lifestyle is definitely my low income as a student and the time it takes to prepare
7 Comments Share
Posted by u/BrownieBones 5 days ago
4
Question [Question] Need help with a "bachelor" meal plan!
My husband and I have to live separately for the next year. I have been the sole cook in the house for years. He gets terrible GI distress from wheat products and greasy foods, but is thinking of resorting to sandwiches for lunch again since I won't be around. The man has very little skill/tolerance/patience for cooking.
Brekkie is figured out, he has batch cooked eggs, sausage and potatoes and will happily
5 Comments Share
Posted by u/KhalilYousuf3 6 days ago
13
Question [Question] How many of you are into bodybuilding?
And how has the diet affected your results and body Comp?
5 Comments Share

These questions make GREAT keywords.

If you want to automate this process, check out Answer The Public.



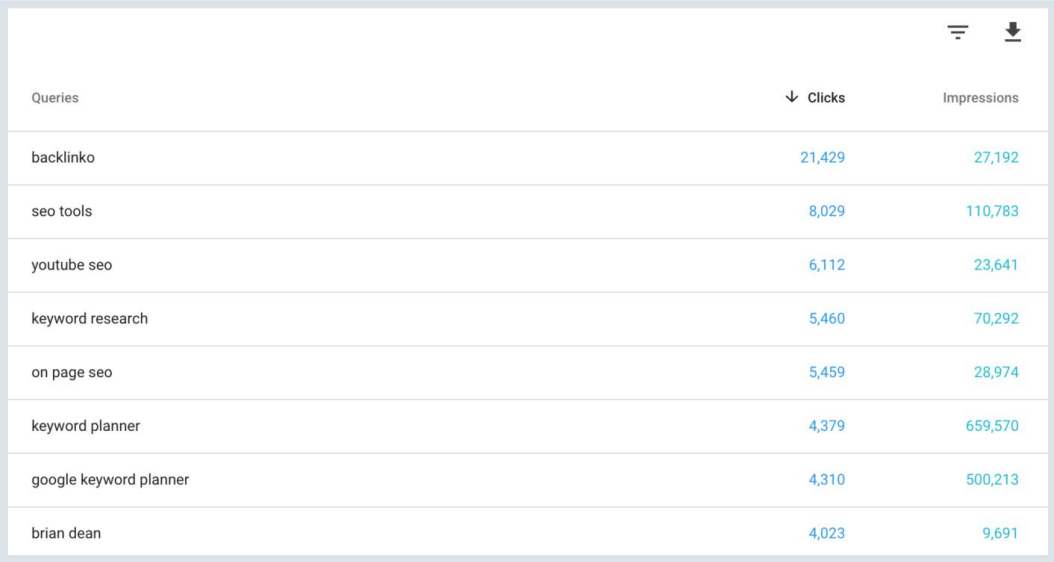
It's a free tool that analyzes the web for questions that people ask around your topic.

keyword research
created with answerthepublic.com
what
when
are
can
where
who
will
why
which
how
what is long tail keyword research
what is meant by keyword research
what are the best keyword research tools
what to do after keyword research
what is keyword in research paper
what is my keyword research
what to do keyword research
what is lsi keyword research
what is keyword research process
what is keyword research tools
what is keyword research in hindi
what is keyword research and analysis in seo
how keyword research is done
what keyword research
when to do keyword research
is keyword research dead
is keyword research still important
where to do keyword research
how keyword research is done
what keyword research
how to keyword research google
how to keyword research for youtube
how to keyword research 2016
how do keyword research
how does keyword research work
how to keyword research tutorial seo in bangla
how to do keyword research 2017
how to do keyword research 2016
how to do keyword research for free
how to do keyword research for ppc
how to do keyword research for youtube
how to do keyword research on google adwords
how to do keyword research for blog posts
how much does keyword research cost
how to do keyword research with semrush
how to do keyword research for amazon
how to present keyword research
how to do keyword research for content marketing
which keyword research
why keyword research is important
why keyword research is so important
why keyword research
why do keyword research
why is keyword research important for seo
why we do keyword research
which keyword research

Google Search Console

Here's one of my favorite ways to find new keywords.

First, head over to the "Performance Report" in the new Google Search Console.



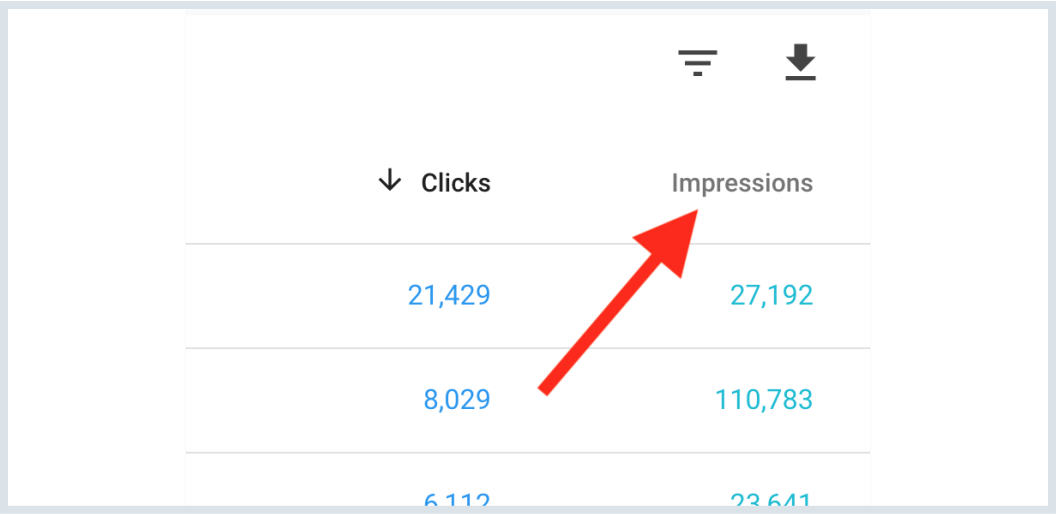
Queries	↓ Clicks	Impressions
backlinko	21,429	27,192
seo tools	8,029	110,783
youtube seo	6,112	23,641
keyword research	5,460	70,292
on page seo	5,459	28,974
keyword planner	4,379	659,570
google keyword planner	4,310	500,213
brian dean	4,023	9,691

By default, you'll see keywords sorted by number of clicks.

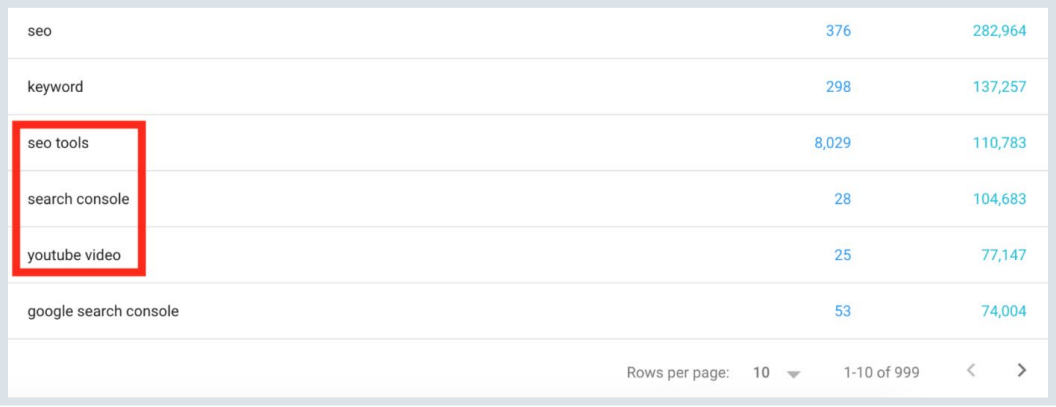
The thing is:

These are keywords that you already get traffic from. So sorting by clicks isn't super helpful.

Instead, sort the queries by "impressions":



And take note of any keywords that you could create a great piece of content around.



Why? Well, if you already "accidentally" rank for this keyword...

...imagine how easily you could rank if you actually tried! Speaking of ranking with content, that's what the next chapter is all about.

Chapter 2

Amazing Content

When it comes to search engine optimization, content is EVERYTHING.

In fact, when you consistently publish great content on your site, you're well on your way to the top of Google's first page.

Fortunately, publishing amazing content isn't as hard as it sounds.

All you need to do is make sure that every piece of content that you publish has the three features I'll outline below:

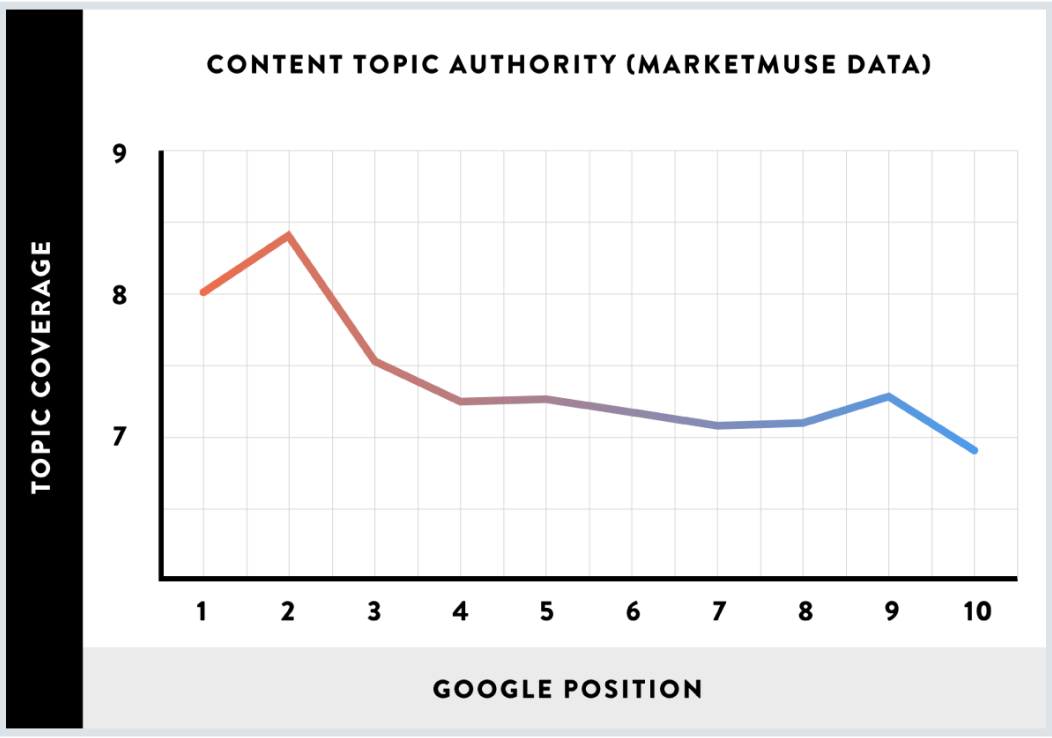
Feature #1: Long, In-Depth Content

If you want to rank in 2019, you need to STOP publishing generic, “me too” content.

(Like: “5 Tips for X” or “7 Reasons to Start Y”).

Why?

A recent study of search engine ranking factors found a strong correlation between in-depth content and rankings:



In other words:

Content that ranks well in 2019 covers an entire topic on one page.

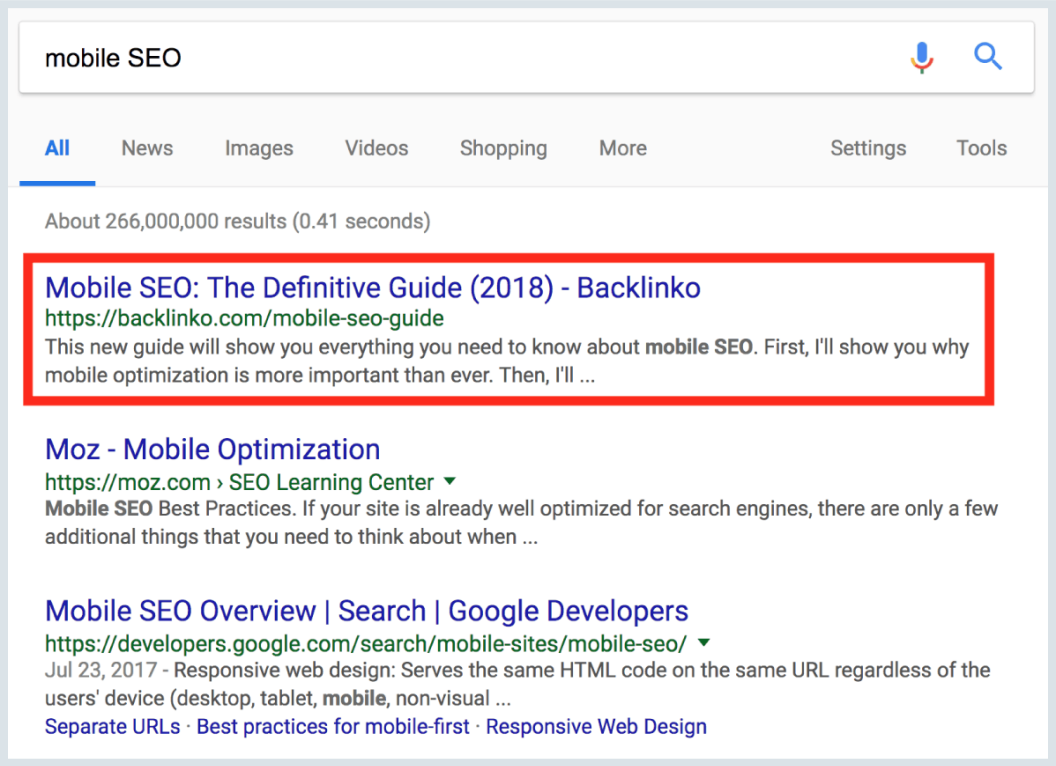
For example:

Earlier this year I found a keyword that I wanted to rank for: “Mobile SEO”.

Instead of a generic list post, I created a massive 4,000+ word guide:

BACKLINKO
ABOUT
CONTACT
SEO HACKS
MOBILE SEO:
The Definitive Guide
2508
shares
This new guide will show you everything you need to know about mobile SEO.
First, I'll show you why mobile optimization is more important than ever.
Then, I'll help you get your website ready for Google's mobile-first index.
Sound good? Let's dive right in...

And because my guide shows you EVERYTHING you need to know about mobile optimization, it very quickly climbed up to the top 3 in Google:


mobile SEO
All
News
Images
Videos
Shopping
More
Settings
Tools
About 266,000,000 results (0.41 seconds)
Mobile SEO: The Definitive Guide (2018) - Backlinko
https://backlinko.com/mobile-seo-guide
This new guide will show you everything you need to know about mobile SEO. First, I'll show you why mobile optimization is more important than ever. Then, I'll ...
Moz - Mobile Optimization
https://moz.com › SEO Learning Center
Mobile SEO Best Practices. If your site is already well optimized for search engines, there are only a few additional things that you need to think about when ...
Mobile SEO Overview | Search | Google Developers
https://developers.google.com/search/mobile-sites/mobile-seo/
Jul 23, 2017 - Responsive web design: Serves the same HTML code on the same URL regardless of the users' device (desktop, tablet, mobile, non-visual ...
Separate URLs · Best practices for mobile-first · Responsive Web Design

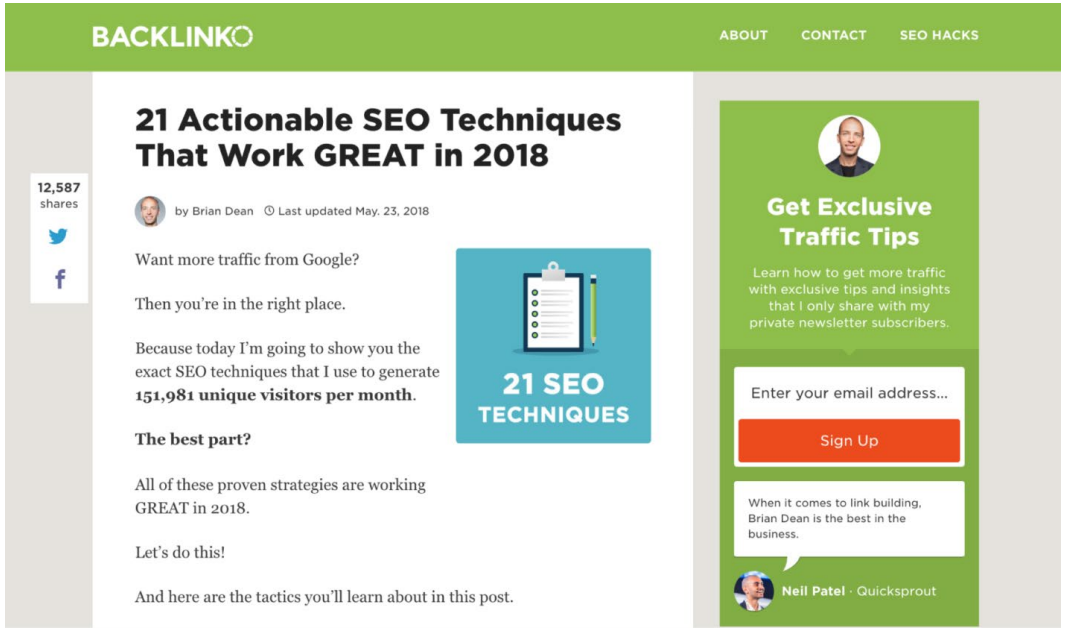
Feature #2: Satisfies User Intent

Thanks to an AI technology called Google RankBrain, Google can measure whether or not searchers are satisfied with a particular set of search results.

In other words:

If your content gives searchers what they want, Google will rank you higher.

For example, check out this piece of content that I first published a few years back: 21 Actionable SEO Techniques That Work GREAT.

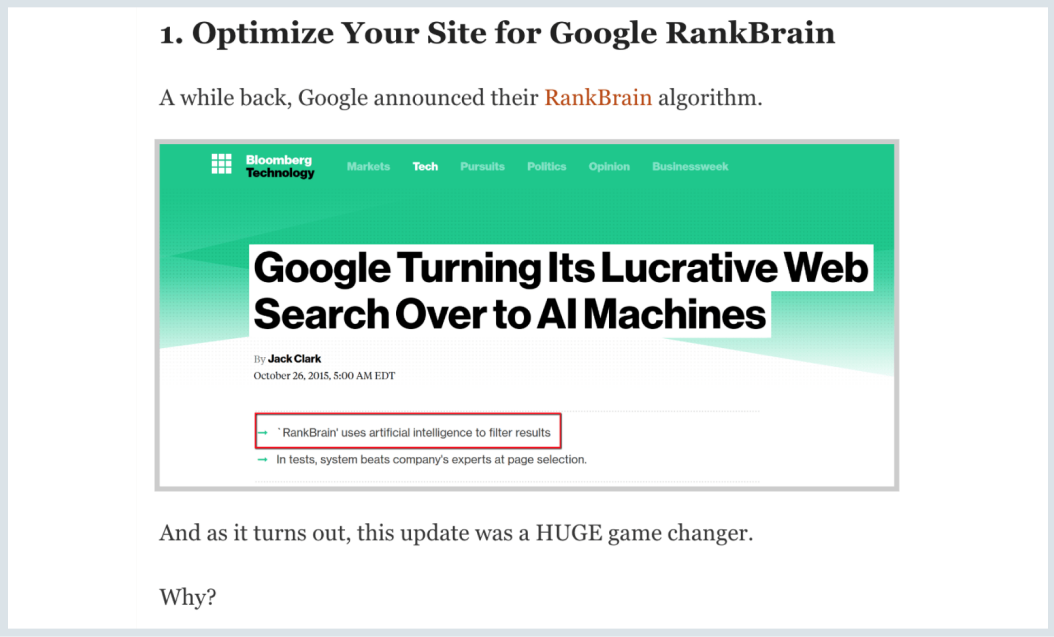

BACKLINKO
ABOUT
CONTACT
SEO HACKS
12,587
shares
21 Actionable SEO Techniques That Work GREAT in 2018
by Brian Dean
Last updated May. 23, 2018
Want more traffic from Google?
Then you're in the right place.
Because today I'm going to show you the exact SEO techniques that I use to generate 151,981 unique visitors per month.
The best part?
All of these proven strategies are working GREAT in 2018.
Let's do this!
And here are the tactics you'll learn about in this post.
21 SEO TECHNIQUES
Get Exclusive Traffic Tips
Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.
Enter your email address...
Sign Up
When it comes to link building, Brian Dean is the best in the business.
Neil Patel · Quicksprout

My primary keyword for that page is: “SEO Techniques”. So before I wrote a single word, I asked myself:

“What would someone searching for this keyword want to read?”.

In this case, the answer was pretty obvious: they want to get a list of no-nonsense SEO methods.

So I didn’t start my content off with a lots of background information. Instead, after a very short intro, my post dives right into tip #1:



1. Optimize Your Site for Google RankBrain

A while back, Google announced their RankBrain algorithm.

Bloomberg Technology Markets Tech Pursuits Politics Opinion Businessweek

Google Turning Its Lucrative Web Search Over to AI Machines

By Jack Clark
October 26, 2015, 5:00 AM EDT

→ `RankBrain' uses artificial intelligence to filter results
→ In tests, system beats company's experts at page selection.

And as it turns out, this update was a HUGE game changer.

Why?

And because my result makes people happy, Google WANTS to show it to more people.

(Which means more website traffic for me!)

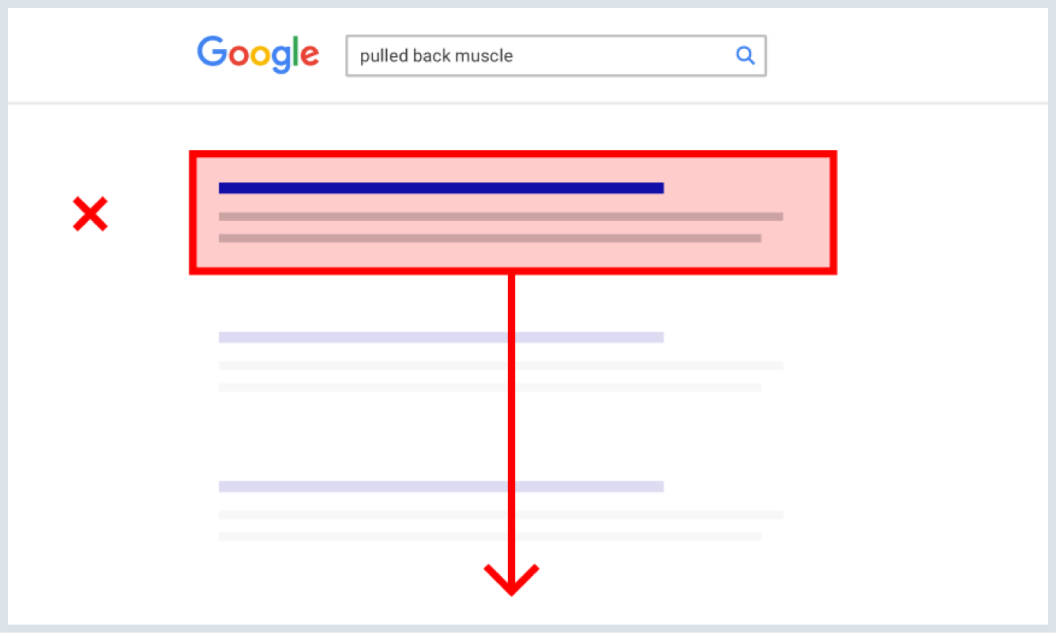
Feature #3: Great User Experience and Readability

Like I just mentioned, Google closely tracks how people interact with your site.

Specifically, Google pays VERY close attention to one thing:

The amount of time that people stay on your page.

If Google notices that people leave your site after a few seconds, you can expect a rankings drop.



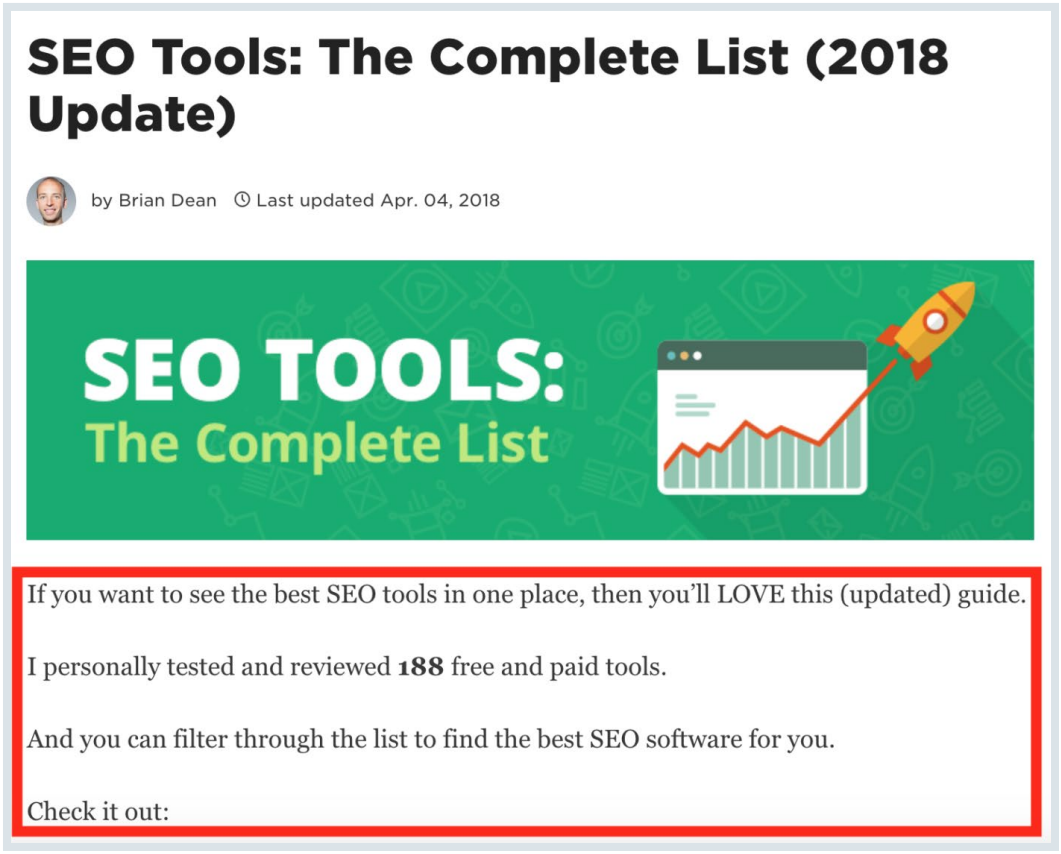
(Want to see a real-life example of this happening to my site? Check out the video below)

So: how do you keep searchers on your site longer?

Here are two simple tips that work great:

First, write an introduction that gets straight to the point.

For example, check out the brief intro from this post on my blog about SEO tools:



SEO Tools: The Complete List (2018 Update)

by Brian Dean Last updated Apr. 04, 2018

If you want to see the best SEO tools in one place, then you'll LOVE this (updated) guide.

I personally tested and reviewed **188** free and paid tools.

And you can filter through the list to find the best SEO software for you.

Check it out:

Next, make sure your content is SUPER easy to read.

That means...

Big font (15px+):

See how that works? The better your bounce rate, the better you rank.

And the longer searchers stay on your site (known as "Dwell Time"), in general, the higher you'll rank.

So:

HOW do you actually improve your Dwell Time and bounce rate?

One tip that's helped my rankings a lot is to write compelling introductions that encourage people to take action.

In other words, AVOID content like this:

Lots of subheadings:

1. Optimize Your Site for Google RankBrain

2. Discover Untapped Keywords on Reddit

3. Update, Upgrade and Republish Old Blog Posts (This Increased My Traffic by 111.37%)

4. Copy Adwords Ads to Make Killer Title and Description Tags

5. Find Broken Link Building Opportunities on Wikipedia

6. Steal Your Competitors Best Keywords

7. Optimize Your Content to Maximize "Shareability"

8. Link Out to Authority Sites

And short paragraphs (1-2 sentences MAX):

> Research shows that people online are more likely to click on content **that contains a number**. So when you include a number in your content's title (and in your meta description), you can increase your CTR super quickly.
>
> **Next, improve your bounce rate and "Dwell Time".**
>
> Again, Google RankBrain wants you to publish a piece of content that makes their users happy.
>
> And if users leave your site (also known as a "bounce") after 3 seconds? That's a user experience signal that tells Google that people don't like your content.
>
> In fact, my analysis of 1.3 million Google search results discovered that sites with a good bounce rate ranked above sites with a poor bounce rate:

Now that you've published a piece of awesome content, it's time for chapter 3.

That's where you'll learn how to keyword-optimize your content in 2019.

Chapter 3

On-Page SEO

Here's the deal:

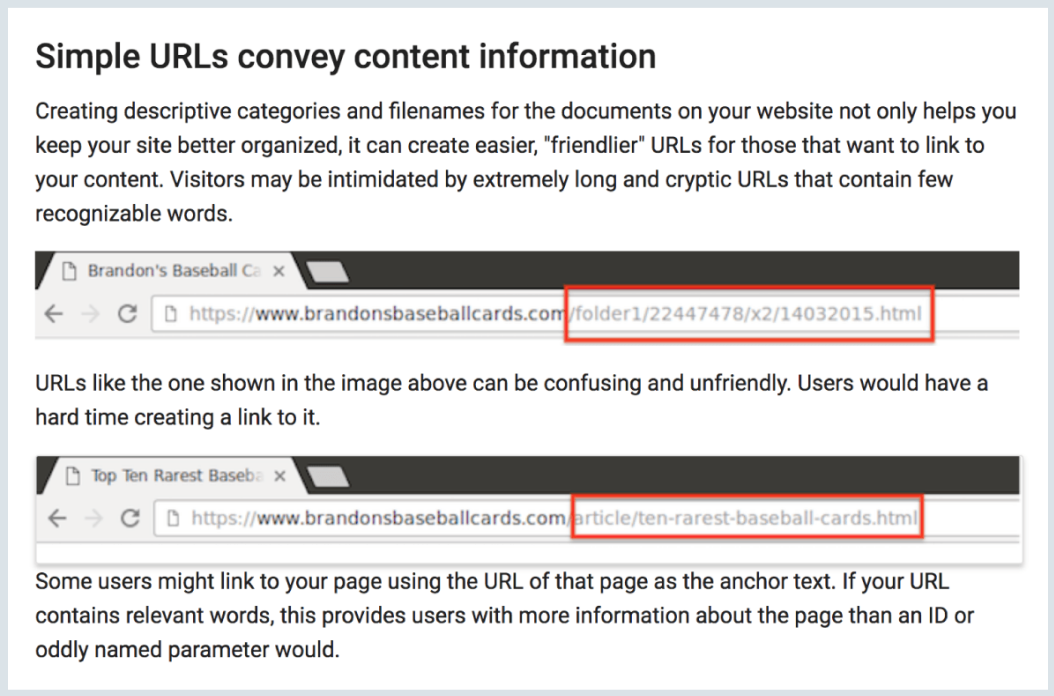
There's a lot more to on-page SEO than just "optimizing your meta tags".

And in this chapter I'll show you four of my favorite on-page SEO strategies.

So if you've ever wondered: "How do I actually use keywords in my content?", you'll LOVE the tactics and case studies in this chapter.

Strategy #1: Descriptive URLs

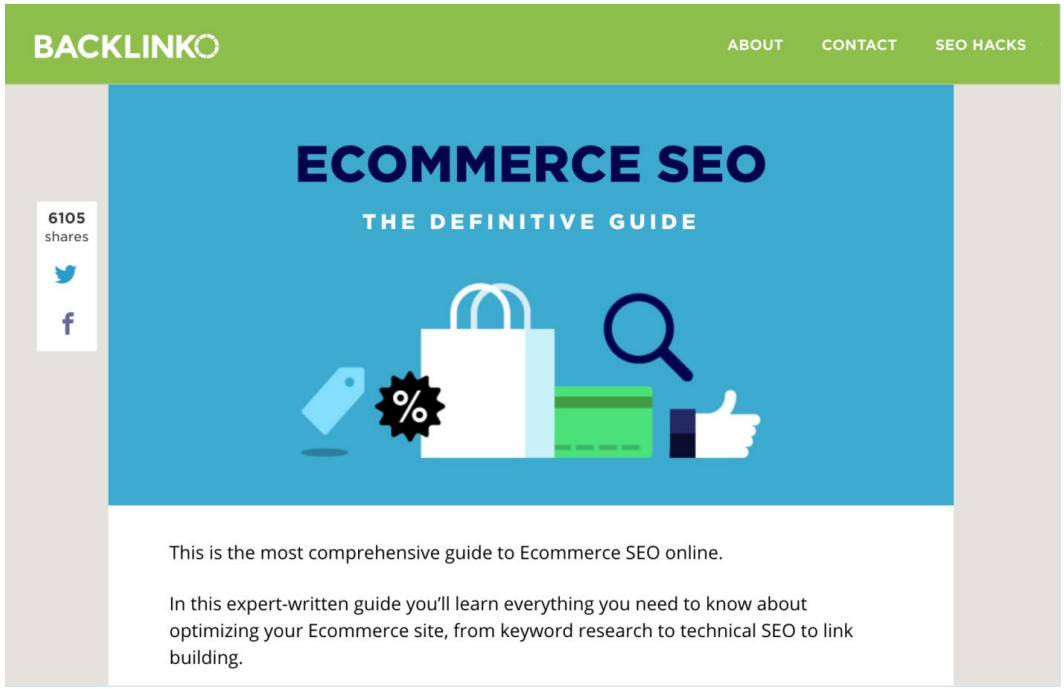
Google uses your page's URL to understand what your content is about:


Simple URLs convey content information
Creating descriptive categories and filenames for the documents on your website not only helps you keep your site better organized, it can create easier, "friendlier" URLs for those that want to link to your content. Visitors may be intimidated by extremely long and cryptic URLs that contain few recognizable words.
Brandon's Baseball Ca
https://www.brandonsbaseballcards.com/folder1/22447478/x2/14032015.html
URLs like the one shown in the image above can be confusing and unfriendly. Users would have a hard time creating a link to it.
Top Ten Rarest Baseb
https://www.brandonsbaseballcards.com/article/ten-rarest-baseball-cards.html
Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users with more information about the page than an ID or oddly named parameter would.

That's why you want your URLs to be:

1. Short
2. Keyword-rich

For example, my target keyword for this blog post is “ecommerce SEO”:


BACKLINKO
ABOUT
CONTACT
SEO HACKS
6105
shares
ECOMMERCE SEO
THE DEFINITIVE GUIDE
This is the most comprehensive guide to Ecommerce SEO online.
In this expert-written guide you'll learn everything you need to know about optimizing your Ecommerce site, from keyword research to technical SEO to link building.

So I made the URL for that webpage: /ecommerce-seo:

```
https://backlinko.com/ecommerce-seo
```

Simple.

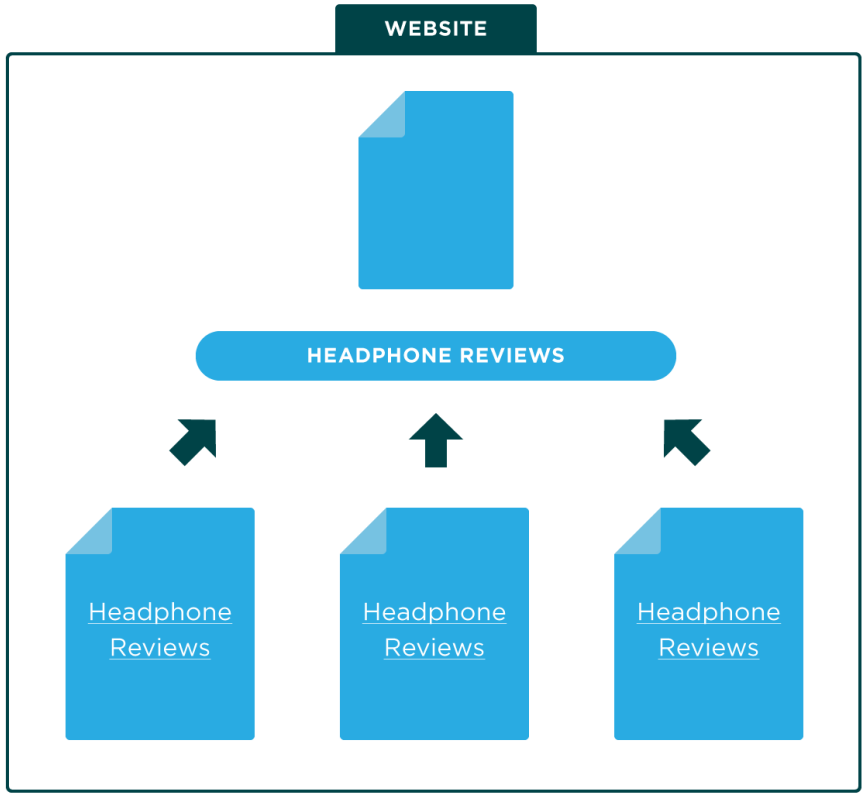
Strategy #2: Internal Links

Why is internal linking important?

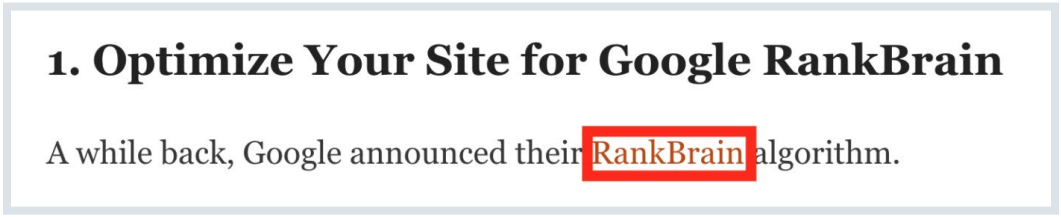
Two reasons:

First, these internal links help Google understand your content better. How? Google looks at the anchor text that you use in your internal links.

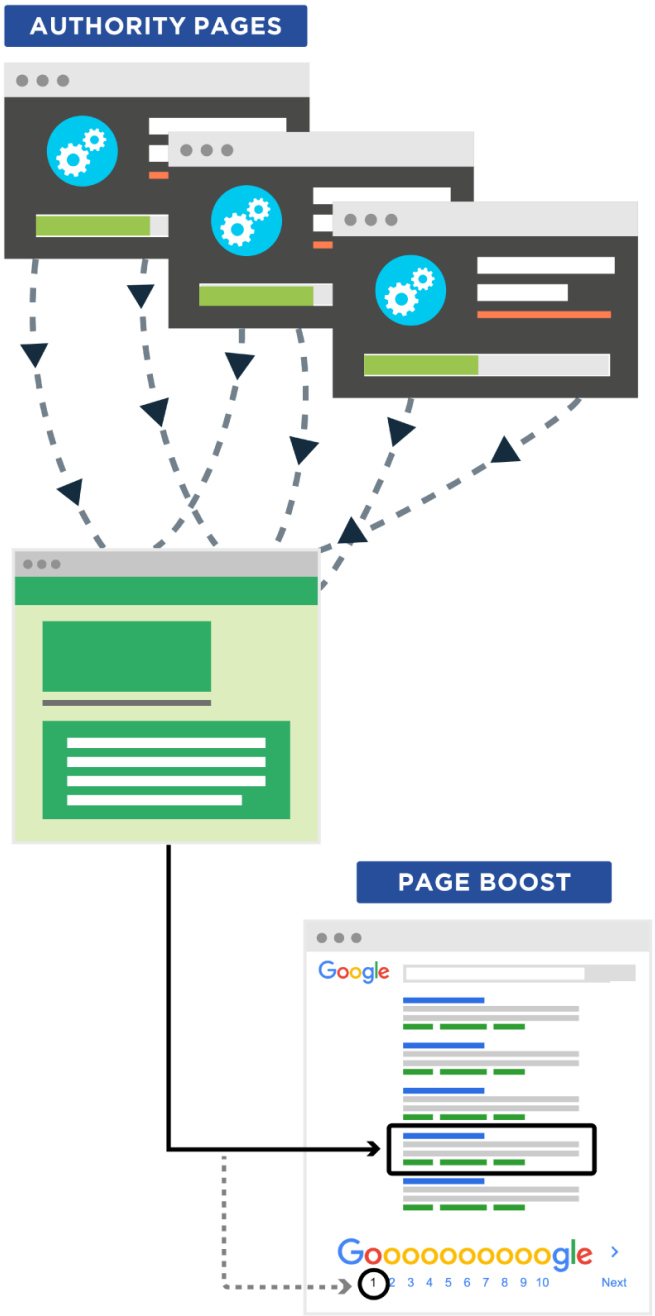
In other words: Keyword-rich anchor text helps Google understand the topic of the page that you're linking to.



For example, this internal link helps Google understand that the page I'm linking to is about "RankBrain":



Second, internal links send link authority to pages that need it, which can give them a rankings boost.


AUTHORITY PAGES
PAGE BOOST
Google
Gooooooooooogle
1 2 3 4 5 6 7 8 9 10
Next

Strategy #3: Use Keywords Strategically

In the old days of SEO, you could rank your site using a black hat technique known as “keyword stuffing”.

(This meant cramming keywords into your content 1000 times)

Today, search engines are MUCH more sophisticated.

Which means that keyword stuffing doesn’t work anymore.

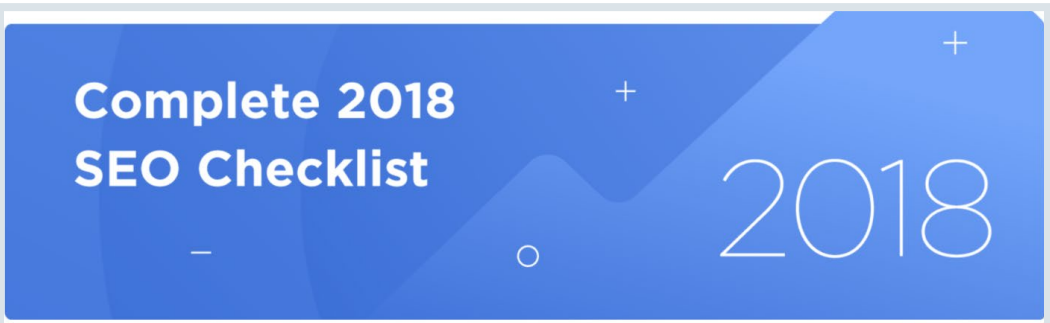
What does?

Using your target keyword (and close variations of that term) a handful of times on your page.

Like in your title tag:

```
<title>The Complete SEO Checklist For 2018</title>
```

The beginning of your content:



This is the most complete SEO checklist on the internet.

The best part?

Everything on this list is working GREAT right now.

And in H1 or H2 tag:

That way, you can answer these questions with your content.

On-Page SEO Checklist

Now it's time to optimize your content using a handful of tested on-page SEO techniques.

Strategy #4: Optimize Images With Alt Tags

Remember:

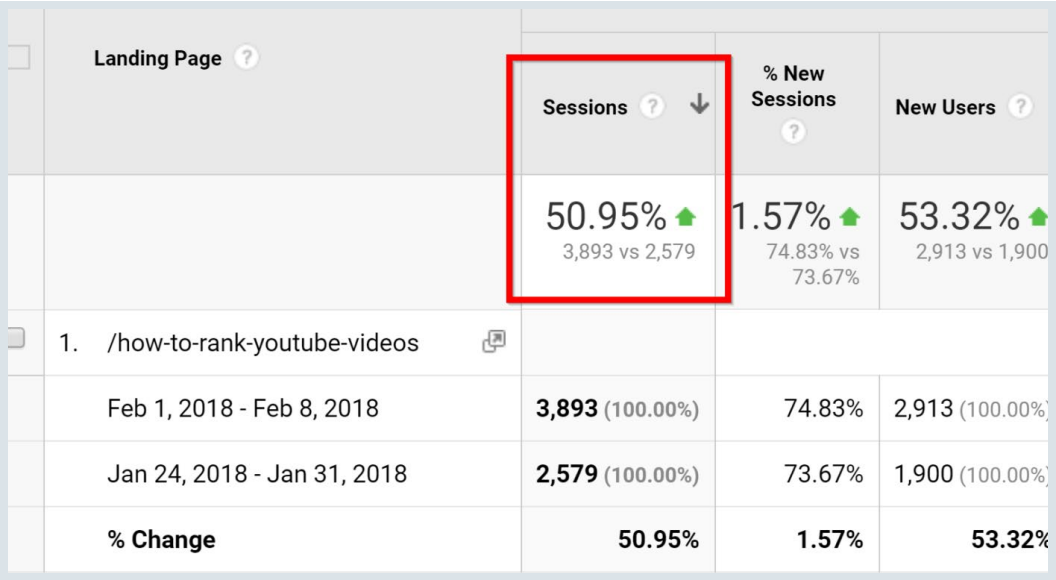
Google, Bing and other search engines can't "see" your images.

Instead, they rely on the text they see in "alt tags".

And when you optimize your images using descriptive alt tags, Google can get a full grasp of your content's overall topic.

(Which can help it rank for more keywords)

For example, check out this image from my post about getting more traffic to your website:



	Landing Page	Sessions	% New Sessions	New Users
		50.95% ↑ 3,893 vs 2,579	1.57% ↑ 74.83% vs 73.67%	53.32% ↑ 2,913 vs 1,900
1.	/how-to-rank-youtube-videos			
	Feb 1, 2018 - Feb 8, 2018	**3,893** (100.00%)	74.83%	2,913 (100.00%)
	Jan 24, 2018 - Jan 31, 2018	**2,579** (100.00%)	73.67%	1,900 (100.00%)
	% Change	**50.95%**	**1.57%**	**53.32%**

What does that image show? An increase in traffic.

So I made my alt text for that image: “increase in traffic”.

```
<img src="https://backlinko.com/wp-content/uploads/2018/03/increase-in-traffic.png"
alt="increase in traffic" width="821" height="445" />
```

Who said SEO had to be complicated

Chapter4

Link Building

There's no doubt about it:

If you want to rank your site to the top of Google's search results, you need backlinks.

(And lots of 'em)

The question is:

How do you build links to your site WITHOUT resorting to black hat link building strategies?

It's simple, actually: just stick to the four white hat link building strategies in this chapter.

Strategy #1: The Skyscraper Technique

The Skyscraper Technique is as white hat as it gets.

First, you evaluate Google's first page for content that's already ranking well.

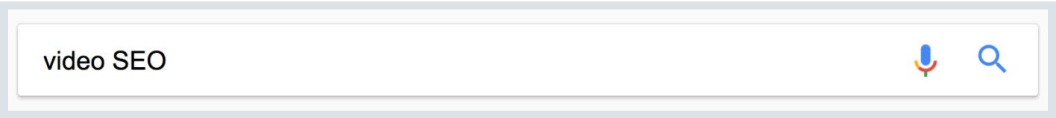
Next, you figure out what that content has in common.

Finally, you write a post that's similar to what you just found... but WAY better.

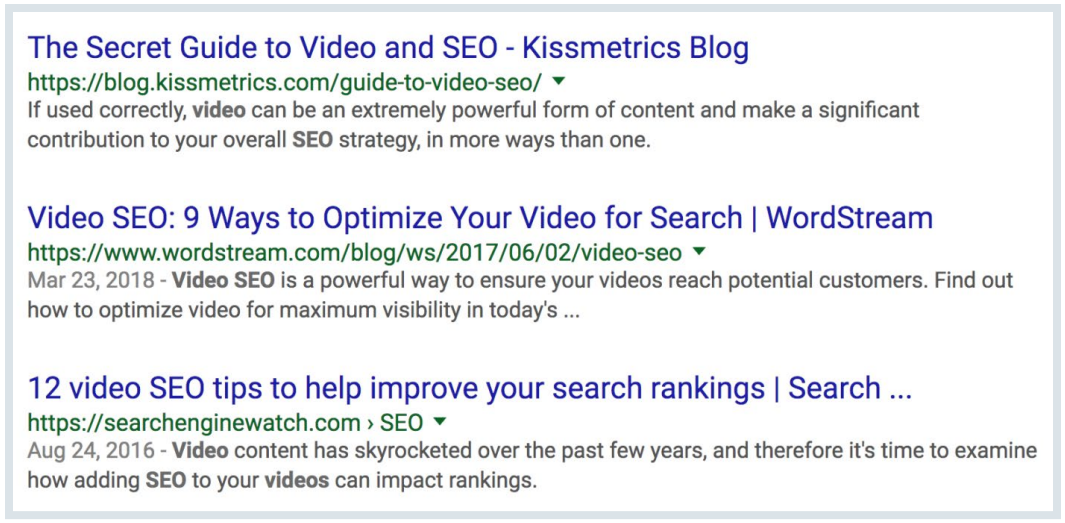
For example:

A while back, I wanted to create something around the topic of: "how to optimize videos".

So I did a search for terms like "video SEO":



And I analyzed each piece of content that was ranking in the SERPs.


The Secret Guide to Video and SEO - Kissmetrics Blog
https://blog.kissmetrics.com/guide-to-video-seo/
If used correctly, video can be an extremely powerful form of content and make a significant contribution to your overall SEO strategy, in more ways than one.
Video SEO: 9 Ways to Optimize Your Video for Search | WordStream
https://www.wordstream.com/blog/ws/2017/06/02/video-seo
Mar 23, 2018 - Video SEO is a powerful way to ensure your videos reach potential customers. Find out how to optimize video for maximum visibility in today's ...
12 video SEO tips to help improve your search rankings | Search ...
https://searchenginewatch.com › SEO
Aug 24, 2016 - Video content has skyrocketed over the past few years, and therefore it's time to examine how adding SEO to your videos can impact rankings.

(By the way, SERP = Search Engine Results Page)

Anyway:

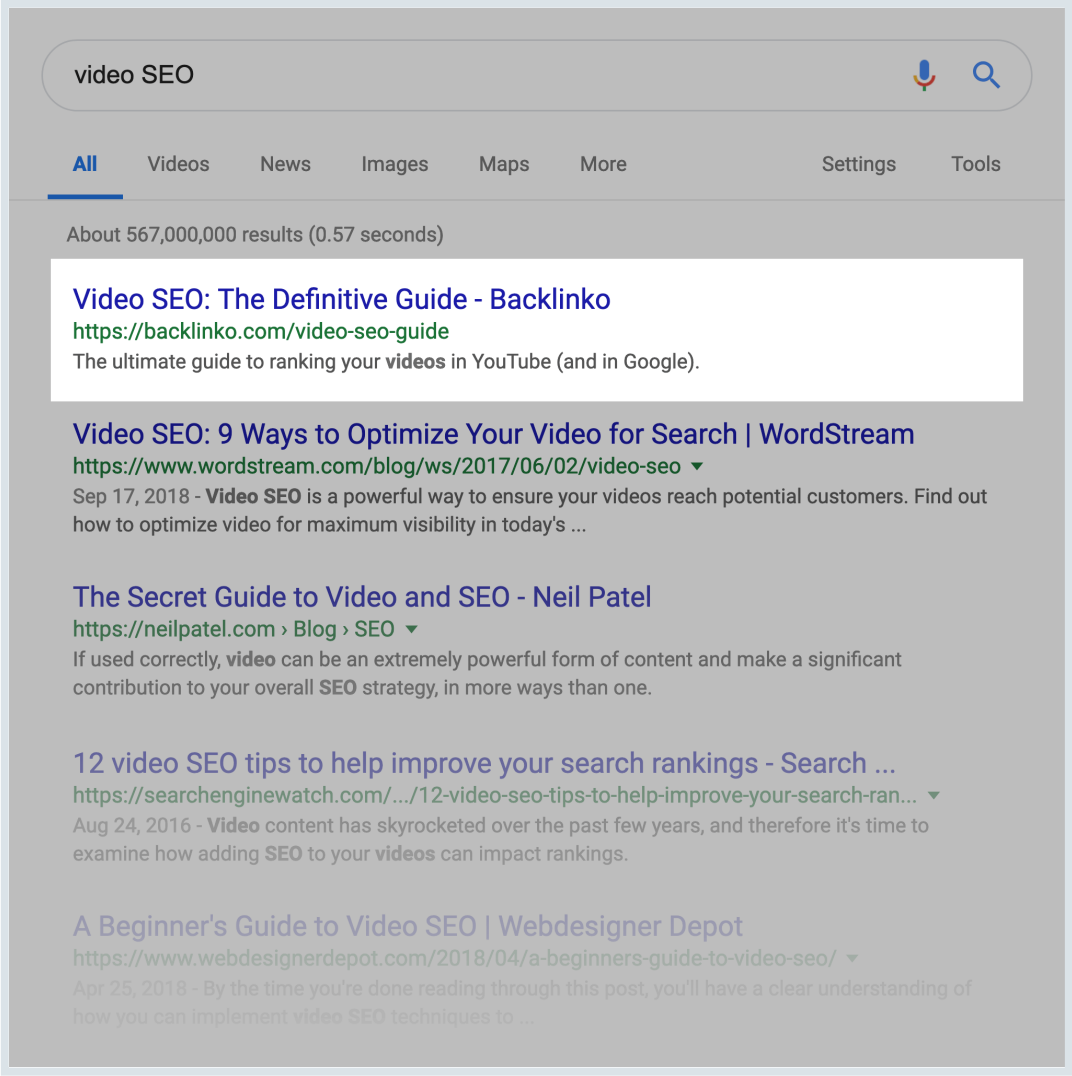
I noticed that most of the content I found were list posts and guides.

To me, a guide made the most sense for this keyword. So I went with that.

Specifically, I wrote a guide that CRUSHED the other guides about video SEO:

BACKLINKO
ABOUT
CONTACT
SEO HACKS
3837
shares
VIDEO SEO:
The Definitive Guide
This guide has everything you need to know about video SEO.
So if you want to rank your videos on YouTube and Google, you're in the right place.
Keep reading...

And because my content deserves to rank on Google's first page, it now ranks in the top 3 for my target keyword:

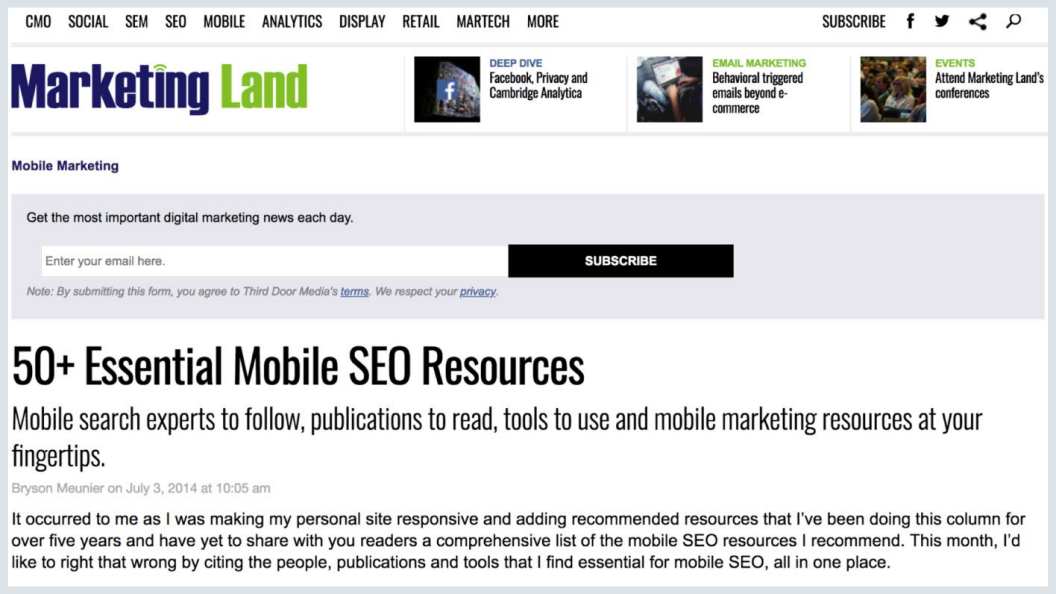

video SEO
All
Videos
News
Images
Maps
More
Settings
Tools
About 567,000,000 results (0.57 seconds)
Video SEO: The Definitive Guide - Backlinko
https://backlinko.com/video-seo-guide
The ultimate guide to ranking your videos in YouTube (and in Google).
Video SEO: 9 Ways to Optimize Your Video for Search | WordStream
https://www.wordstream.com/blog/ws/2017/06/02/video-seo
Sep 17, 2018 - Video SEO is a powerful way to ensure your videos reach potential customers. Find out how to optimize video for maximum visibility in today's ...
The Secret Guide to Video and SEO - Neil Patel
https://neilpatel.com › Blog › SEO
If used correctly, video can be an extremely powerful form of content and make a significant contribution to your overall SEO strategy, in more ways than one.
12 video SEO tips to help improve your search rankings - Search ...
https://searchenginewatch.com/.../12-video-seo-tips-to-help-improve-your-search-ran...
Aug 24, 2016 - Video content has skyrocketed over the past few years, and therefore it's time to examine how adding SEO to your videos can impact rankings.
A Beginner's Guide to Video SEO | Webdesigner Depot
https://www.webdesignerdepot.com/2018/04/a-beginners-guide-to-video-seo/
Apr 25, 2018 - By the time you're done reading through this post, you'll have a clear understanding of how you can implement video SEO techniques to ...

Strategy #2: Broken Link Building

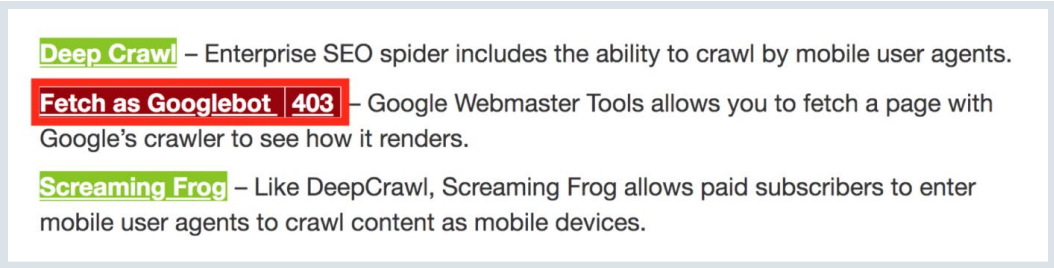
This is one of my favorite white hat SEO tactics.

Here's how it works:

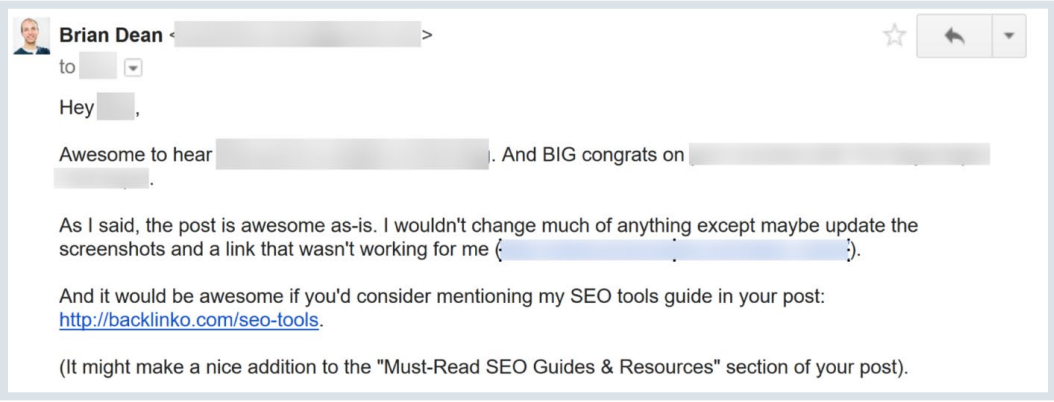
First, find a page on the web that you'd like to get a link from.


CMO SOCIAL SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MARTECH MORE
SUBSCRIBE
Marketing Land
DEEP DIVE
Facebook, Privacy and Cambridge Analytica
EMAIL MARKETING
Behavioral triggered emails beyond e-commerce
EVENTS
Attend Marketing Land's conferences
Mobile Marketing
Get the most important digital marketing news each day.
Enter your email here.
SUBSCRIBE
Note: By submitting this form, you agree to Third Door Media's terms. We respect your privacy.
50+ Essential Mobile SEO Resources
Mobile search experts to follow, publications to read, tools to use and mobile marketing resources at your fingertips.
Bryson Meunier on July 3, 2014 at 10:05 am
It occurred to me as I was making my personal site responsive and adding recommended resources that I've been doing this column for over five years and have yet to share with you readers a comprehensive list of the mobile SEO resources I recommend. This month, I'd like to right that wrong by citing the people, publications and tools that I find essential for mobile SEO, all in one place.

Next, use a tool like Check My Links to scan the page for broken links.


Deep Crawl – Enterprise SEO spider includes the ability to crawl by mobile user agents.
Fetch as Googlebot | 403 – Google Webmaster Tools allows you to fetch a page with Google's crawler to see how it renders.
Screaming Frog – Like DeepCrawl, Screaming Frog allows paid subscribers to enter mobile user agents to crawl content as mobile devices.

Lastly, let the person that runs the site that their page has a broken link:


Brian Dean
to
Hey ,
Awesome to hear . And BIG congrats on .
As I said, the post is awesome as-is. I wouldn't change much of anything except maybe update the screenshots and a link that wasn't working for me ( ).
And it would be awesome if you'd consider mentioning my SEO tools guide in your post: http://backlinko.com/seo-tools.
(It might make a nice addition to the "Must-Read SEO Guides & Resources" section of your post).

(And if you have a page on your site that could replace the broken link, suggest that they replace that content with the dead link)

Strategy #3: Industry Studies and Original Research

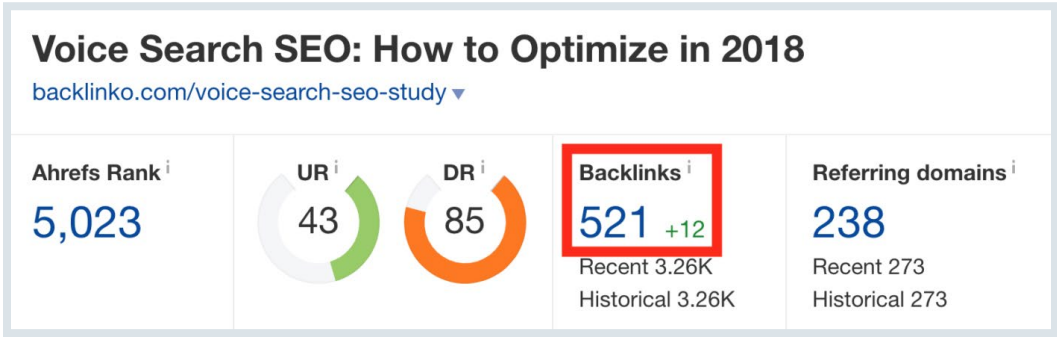
This strategy definitely takes some work.

But when done right, an industry study can land you LOTS of backlinks.

For example, earlier this year we published a study about ranking signals that impact voice search SEO.

BACKLINKO
ABOUT
CONTACT
SEO HACKS
4540
shares
We Analyzed 10,000 Google Home Results. Here's What We Learned About Voice Search SEO
by Brian Dean
Last updated Feb. 28, 2018
10,000 Results
Voice Search Ranking Factors Study
We analyzed 10,000 Google Home search results to answer the question:
How do you optimize your site for voice search?

Even though this content is only a few months old, it's already racked up an impressive 521 backlinks.



Strategy #4: Guest Posting

When it comes to guest posting, you have two options:

You can write guest posts for any site that will publish your content (even if the site isn't remotely related to yours).

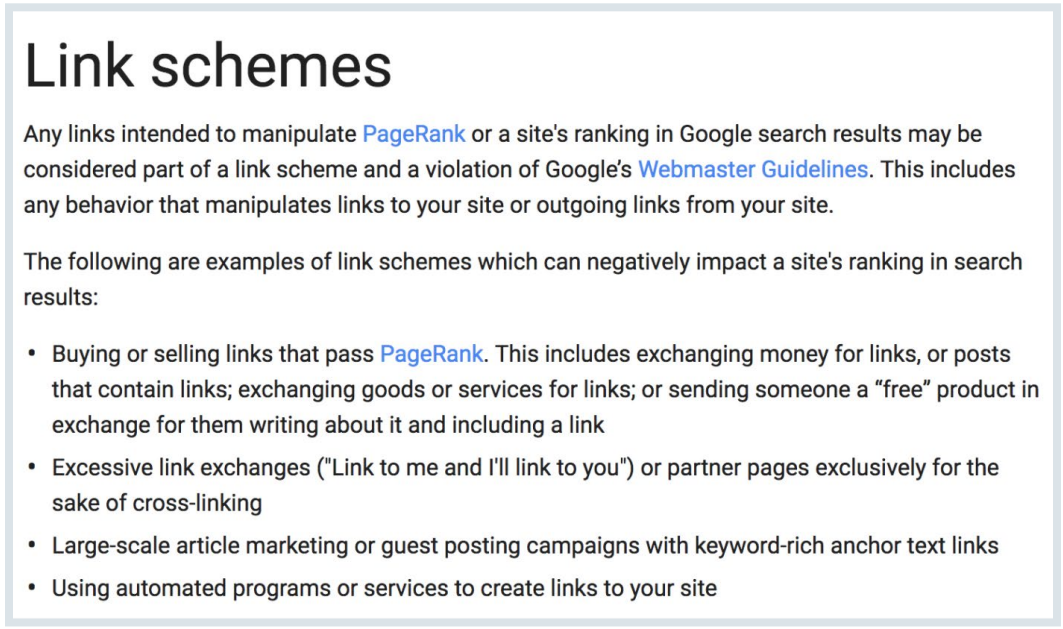
OR

You can publish guest posts on authority sites in your niche.

And make no mistake:

When it comes to SEO, these two approaches are VERY different.

In fact, Google considers spammy guest blogging a "link scheme" that can get your site penalized:



Link schemes

Any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes any behavior that manipulates links to your site or outgoing links from your site.

The following are examples of link schemes which can negatively impact a site's ranking in search results:

- Buying or selling links that pass PageRank. This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a "free" product in exchange for them writing about it and including a link
- Excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking
- Large-scale article marketing or guest posting campaigns with keyword-rich anchor text links
- Using automated programs or services to create links to your site

In my case, I ONLY write guest posts for sites in my niche, like this one that I wrote for the Buffer blog:

Online Marketing
The 5 Techniques That Increased My Conversion Rate by 134.85% in 60 Days (You Can Do the Exact Same Thing)
Share with Buffer
More...

And I recommend you do the same.

Chapter 5

Technical SEO

I've said it before and I'll say it again:

Technical SEO can make or break your entire site's SEO efforts.

Really.

Fortunately, thanks to lots of helpful tools, you don't need to be a coder to master technical SEO.

And in this chapter I'll show you four of the most important technical SEO best practices:

Speed Up Loading Time

Google is usually secretive about the factors that go into their algorithm.

But there's one factor they're not shy about:

The importance of your site's loading speed.

The Google Speed Update: Page speed will become a ranking factor in mobile search

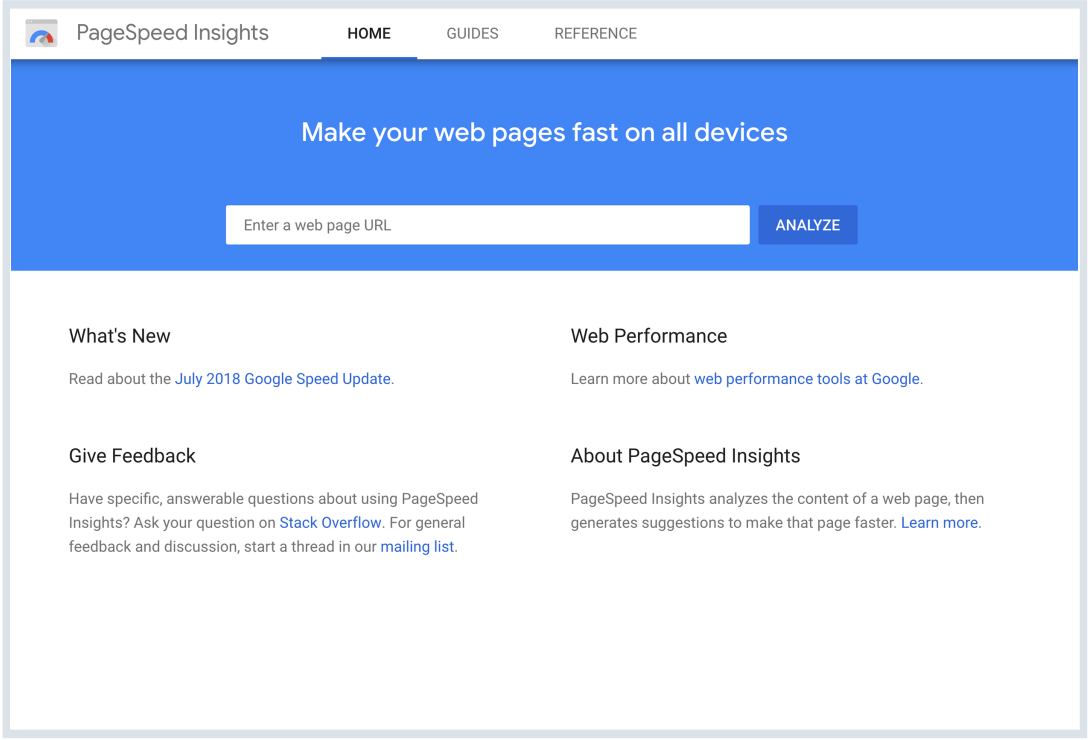
Starting in July 2018, Google will finally use mobile page speed as a ranking in their mobile search results.

Barry Schwartz on January 17, 2018 at 12:30 pm

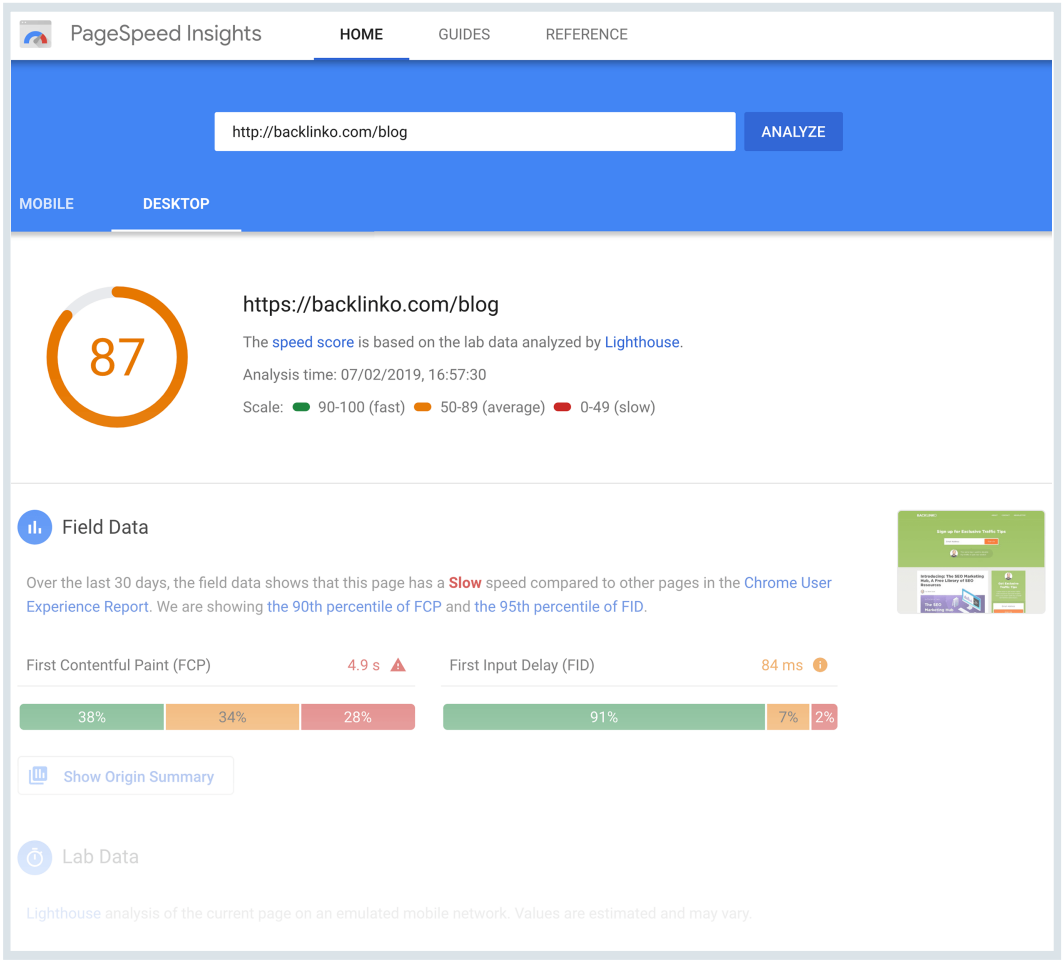
So:

How do you know if your site is fast enough?

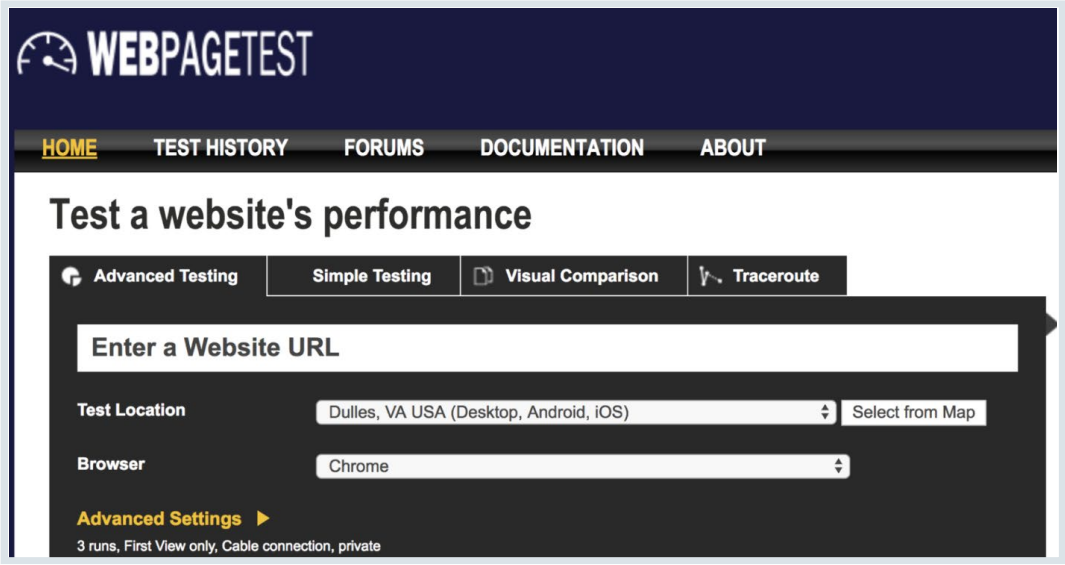
First, use a Google tool called PageSpeed Insights.


PageSpeed Insights
HOME
GUIDES
REFERENCE
Make your web pages fast on all devices
Enter a web page URL
ANALYZE
What's New
Read about the July 2018 Google Speed Update.
Web Performance
Learn more about web performance tools at Google.
Give Feedback
Have specific, answerable questions about using PageSpeed Insights? Ask your question on Stack Overflow. For general feedback and discussion, start a thread in our mailing list.
About PageSpeed Insights
PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. Learn more.

If you have bloated code or huge images slowing down your page, this tool will tell you about it:

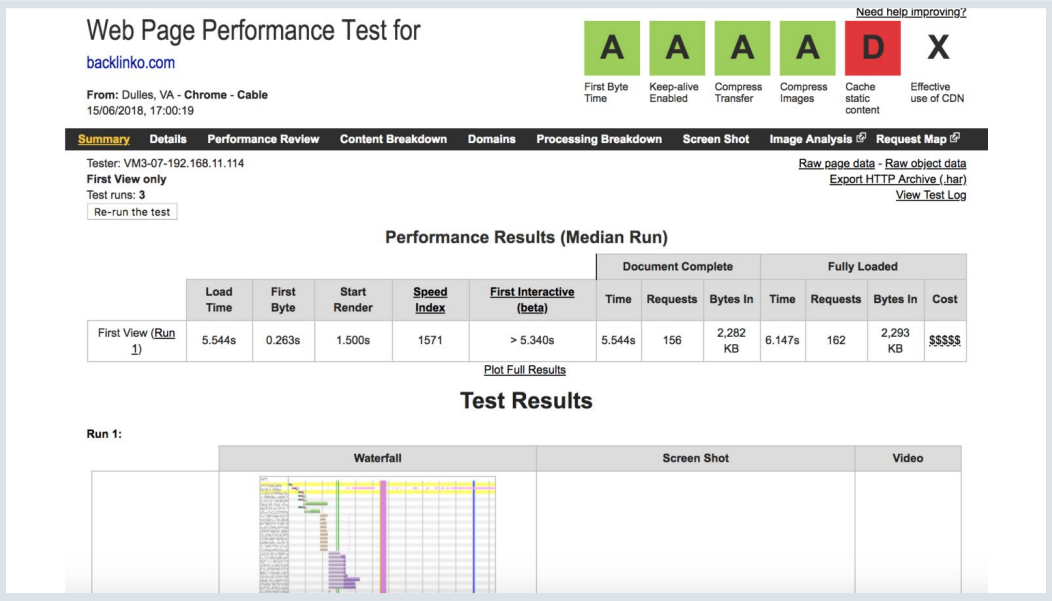

PageSpeed Insights
HOME
GUIDES
REFERENCE
http://backlinko.com/blog
ANALYZE
MOBILE
DESKTOP
87
https://backlinko.com/blog
The speed score is based on the lab data analyzed by Lighthouse.
Analysis time: 07/02/2019, 16:57:30
Scale: 90-100 (fast) 50-89 (average) 0-49 (slow)
Field Data
Over the last 30 days, the field data shows that this page has a Slow speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.
First Contentful Paint (FCP)
4.9 s
First Input Delay (FID)
84 ms
38%
34%
28%
91%
7%
2%
Show Origin Summary
Lab Data
Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

If you want to dig deeper, try WebPageTest:



Share

Unlike Google's PageSpeed Insights, WebPageTest gives you A LOT of details on your site's performance...



Web Page Performance Test for
backlinko.com

From: Dulles, VA - Chrome - Cable
15/06/2018, 17:00:19

Need help improving?

A	A	A	A	D	X
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

Summary | Details | Performance Review | Content Breakdown | Domains | Processing Breakdown | Screen Shot | Image Analysis | Request Map

Tester: VM3-07-192.168.11.114
First View only
Test runs: 3
Re-run the test

Raw page data - Raw object data
Export HTTP Archive (.har)
View Test Log

Performance Results (Median Run)

	Load Time	First Byte	Start Render	Speed Index	First Interactive (beta)	Document Complete Time	Document Complete Requests	Document Complete Bytes In	Fully Loaded Time	Fully Loaded Requests	Fully Loaded Bytes In	Cost
First View (Run 1)	5.544s	0.263s	1.500s	1571	> 5.340s	5.544s	156	2,282 KB	6.147s	162	2,293 KB	$$$$$

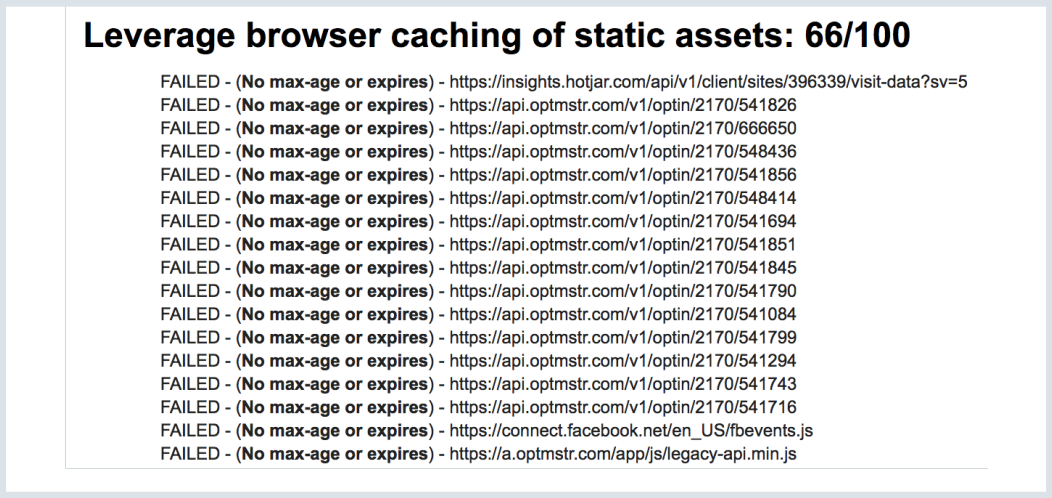
Plot Full Results

Test Results

Run 1:

Waterfall | Screen Shot | Video

...and hooks you up with actionable things you can do to reduce your site's loading time.



Leverage browser caching of static assets: 66/100

FAILED - (**No max-age or expires**) - https://insights.hotjar.com/api/v1/client/sites/396339/visit-data?sv=5
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541826
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/666650
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/548436
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541856
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/548414
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541694
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541851
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541845
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541790
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541084
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541799
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541294
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541743
FAILED - (**No max-age or expires**) - https://api.optmstr.com/v1/optin/2170/541716
FAILED - (**No max-age or expires**) - https://connect.facebook.net/en_US/fbevents.js
FAILED - (**No max-age or expires**) - https://a.optmstr.com/app/js/legacy-api.min.js

Use a Smart Site Architecture

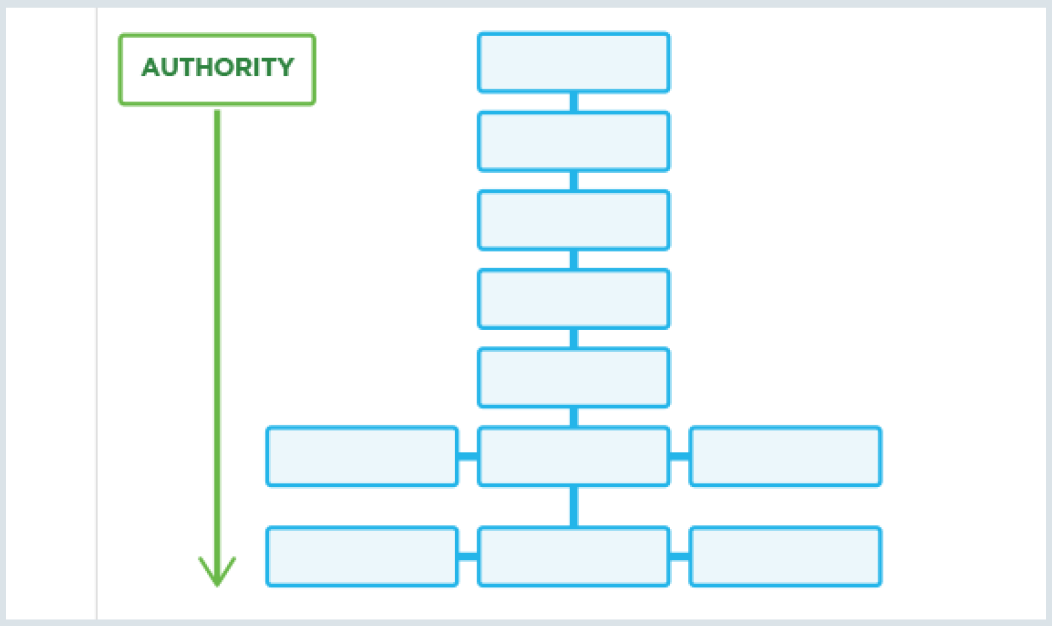
When your site is brand new with only a few pages, your site architecture doesn't matter that much.

But as your site grows, your architecture becomes REALLY important.

What do I mean by "site architecture", exactly?

It's how the pages on your site are organized and arranged.

The goal is to keep your architecture "flat". That way, it only takes 3-4 clicks to go from one page to any other page on your site.



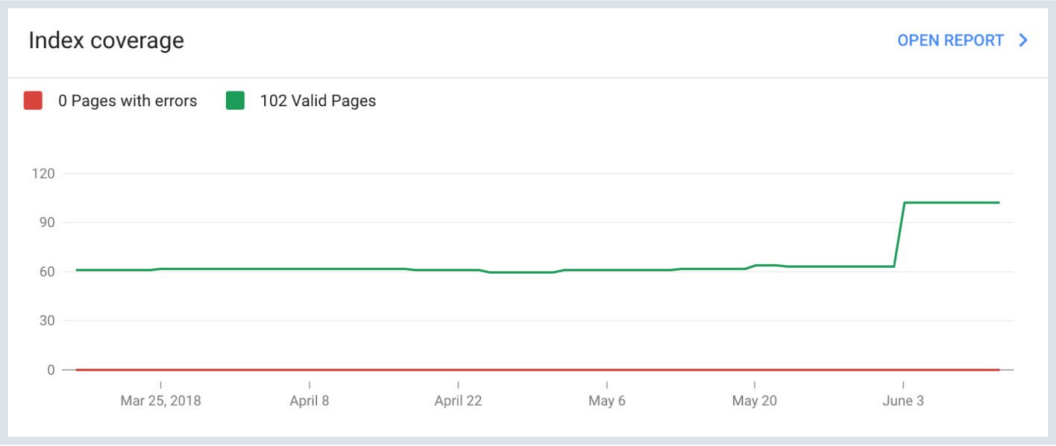
Why is this important?

Flat architecture helps link authority "flow" from one page to another... which can improve the search rankings for every page on your site.

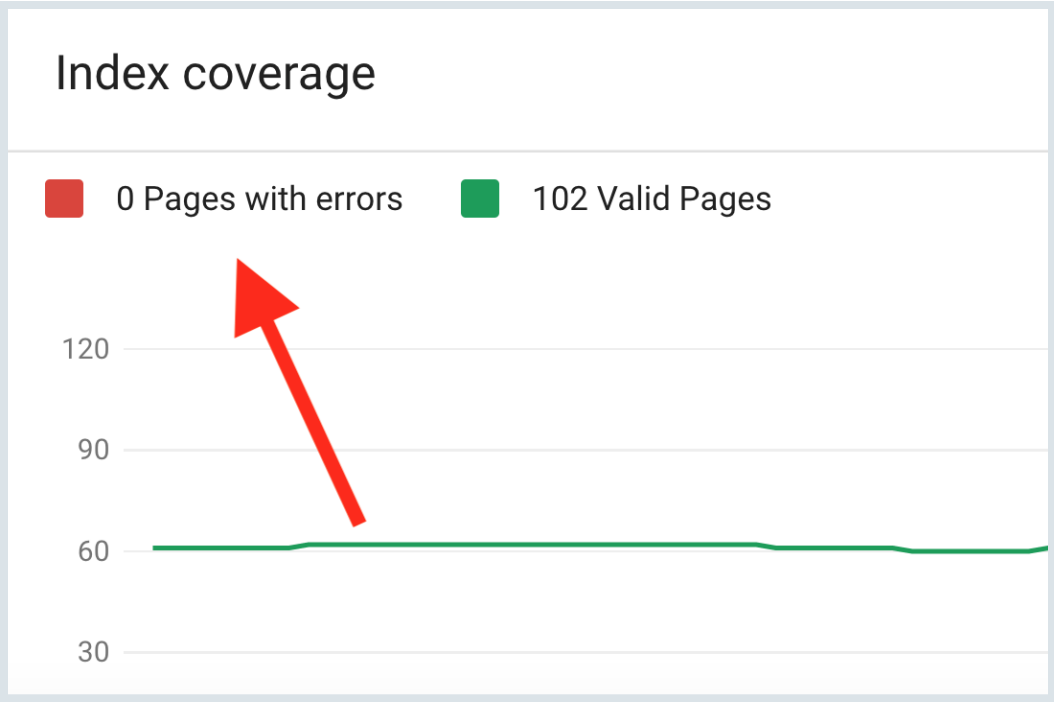
Fix Errors

Next, use the uber-helpful Google Search Console to find errors and problems with your site's technical SEO.

Just head over to the "Index coverage report".



And see if Google has trouble finding your important pages (which can happen if you blocked Googlebot by mistake).



As you can see, everything is A-OK for me.

But if you do run across errors, I recommend checking out Chapter 2 of my guide to the Google Search Console, which breaks down errors that you might run into.

Be Mobile Friendly

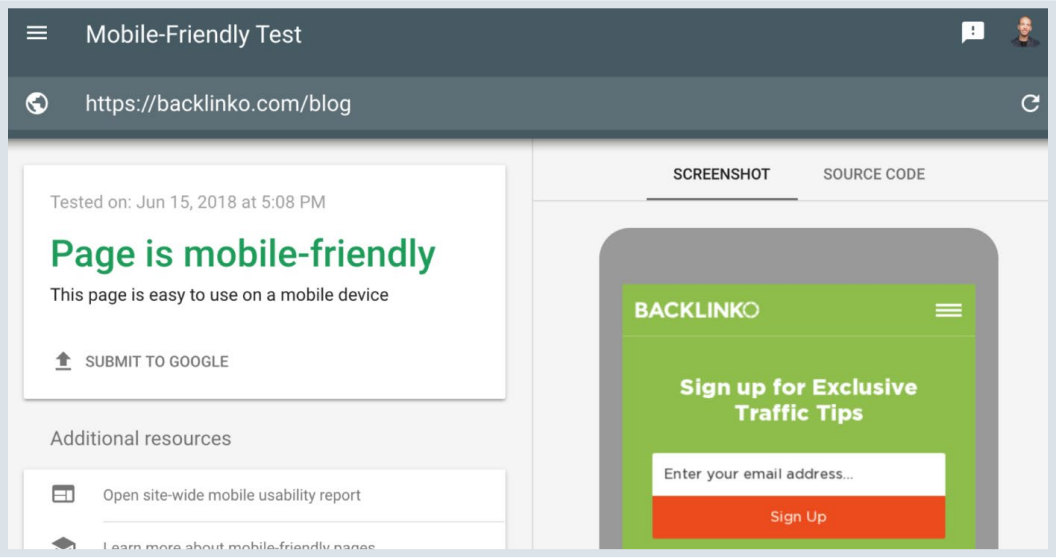
You might have heard that Google has largely moved to a new “mobile-first index”:

Let me be the first to tell you:

This is a VERY big deal.

For the first time ever, Google considers the mobile version of your site the only version that matters.

That's why it's important to use a tool like the "Mobile-Friendly Test" to make sure Google considers your site easy to use for mobile searchers.



Now that your technical SEO is all good, it's time for something cool:

A bonus chapter where I walk you through a real life case study of someone that used white hat SEO to rank #1 in Google for his target keyword.

Keep reading...

Chapter 6

Case Studies

In this chapter you're going to see two white hat SEO case studies.

First, you're going to learn how Emil rocketed his site to the #1 spot in Google.

Then you'll see how Richard boosted his organic traffic by 348%... in 7 days.

Case Study #1: How Emil Ranked #1

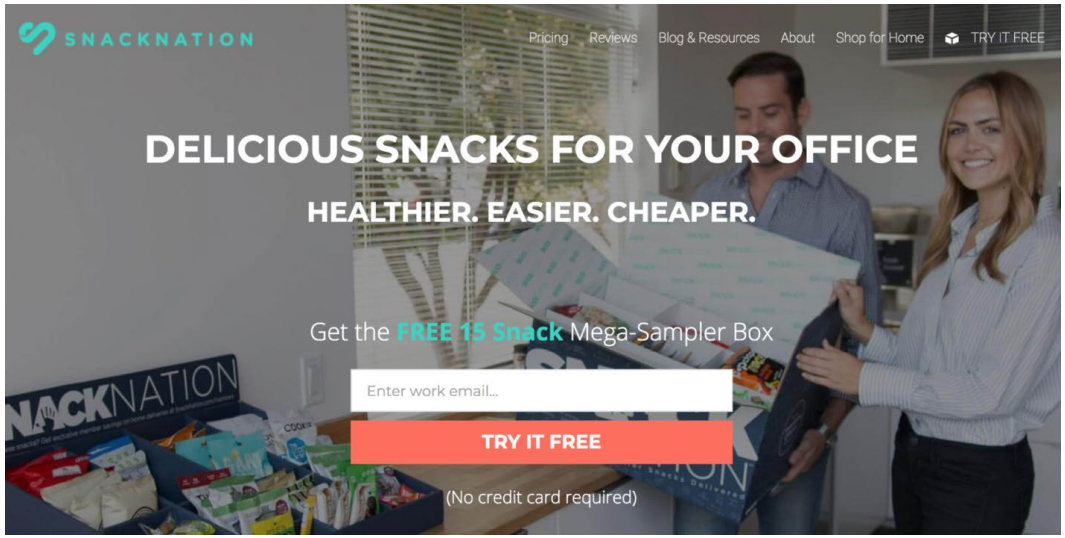
Today you're going to learn how Emil rocketed his site to the #1 spot in Google using ethical, white hat SEO.

(And a good amount of content marketing)

Let's walk you through the specific steps that Emil used...

Step #1: Find an Awesome Keyword

Emil's company sells snacks to offices.



And didn't take Emil long to figure out that VERY few people searched for healthy office snacks.

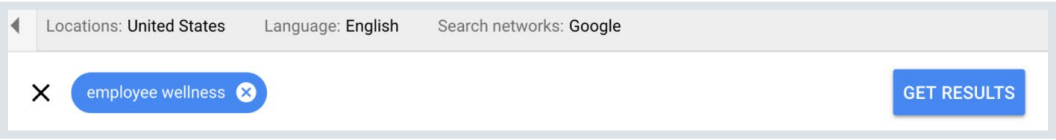
For example, a keyword like "healthy office snack ideas" gets only 10 – 100 searches per month.

Keyword (by relevance)	Avg. monthly searches	Competition
healthy office snack ideas	10 – 100	Low

But here's the interesting part:

Emil realized that people interested in healthy office snacks are ALSO interested in the broad topic: "employee wellness".

So he popped "employee wellness" into the Google Keyword Planner...



...and voila! — he found this gem of a keyword:

wellness organizations	10 – 100	Low	–	$5.36	$15.00
wellness program ideas	100 – 1K	High	–	$2.95	$14.49
health and wellbeing programs ...	10 – 100	Low	–	–	–

Step #2: Find Content That Already Ranks for That Keyword

Once you've found a keyword, it's time to get a feel for what's already out there...

...so you can destroy it.

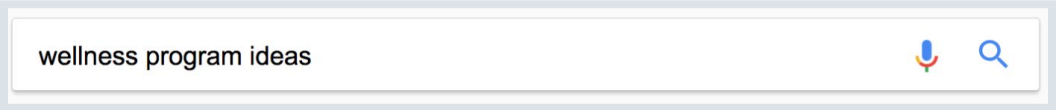
(Yes, I let out an evil laugh when I wrote that)

So:

How do you find content that's already done well?

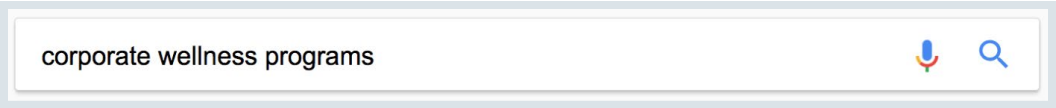
A simple Google search.

Simply search for your target keyword (and a few closely-related keywords), and see what comes up.



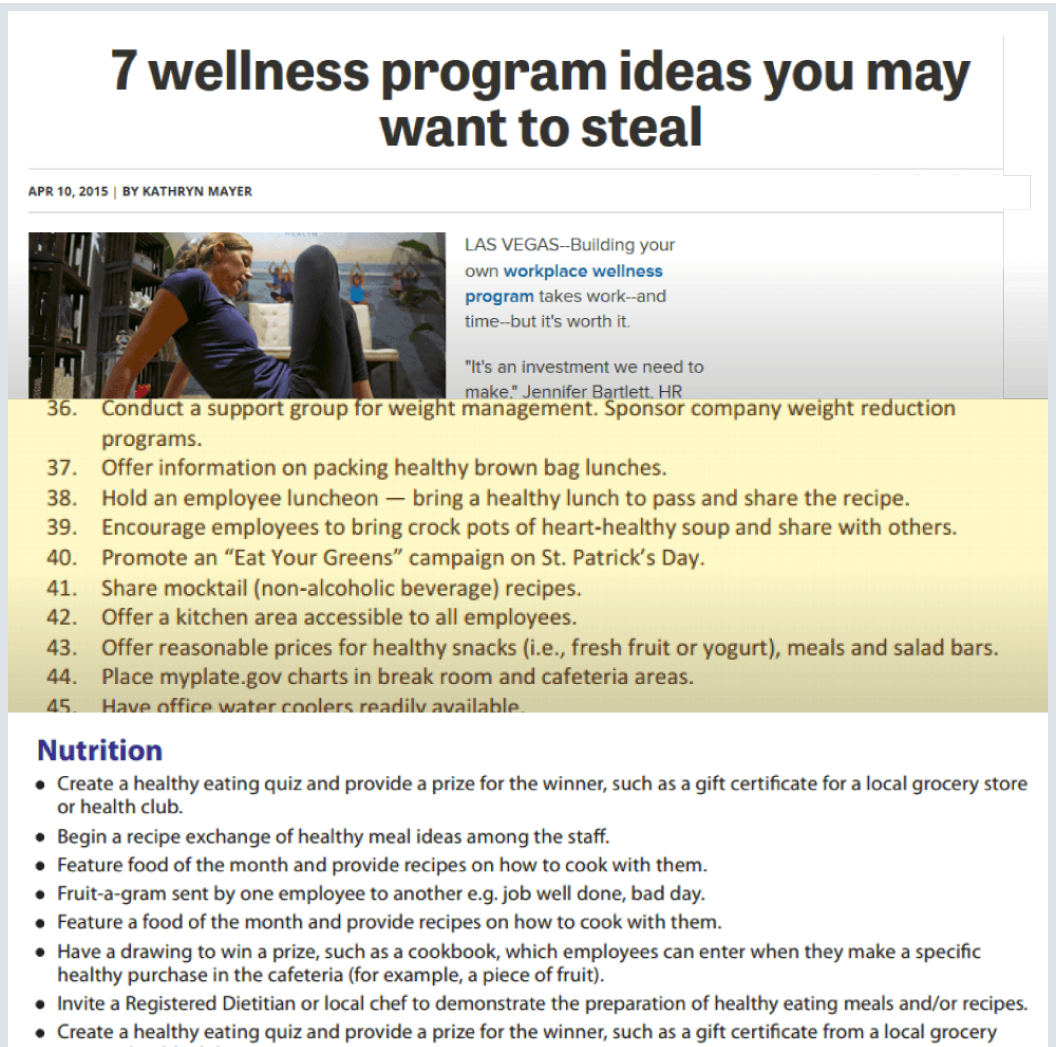
For example:

Emil Googled "employee wellness program ideas", "wellness programs" and "corporate wellness programs":



And he noticed a few trends in the results.

(Namely: most of the results were lists of program ideas, they lacked visuals, and they didn't provide any details of how to actually implement each program)



7 wellness program ideas you may want to steal

APR 10, 2015 | BY KATHRYN MAYER

LAS VEGAS--Building your own **workplace wellness program** takes work--and time--but it's worth it.

"It's an investment we need to make," Jennifer Bartlett, HR

36. Conduct a support group for weight management. Sponsor company weight reduction programs.
37. Offer information on packing healthy brown bag lunches.
38. Hold an employee luncheon — bring a healthy lunch to pass and share the recipe.
39. Encourage employees to bring crock pots of heart-healthy soup and share with others.
40. Promote an "Eat Your Greens" campaign on St. Patrick's Day.
41. Share mocktail (non-alcoholic beverage) recipes.
42. Offer a kitchen area accessible to all employees.
43. Offer reasonable prices for healthy snacks (i.e., fresh fruit or yogurt), meals and salad bars.
44. Place myplate.gov charts in break room and cafeteria areas.
45. Have office water coolers readily available.

Nutrition

- Create a healthy eating quiz and provide a prize for the winner, such as a gift certificate for a local grocery store or health club.
- Begin a recipe exchange of healthy meal ideas among the staff.
- Feature food of the month and provide recipes on how to cook with them.
- Fruit-a-gram sent by one employee to another e.g. job well done, bad day.
- Feature a food of the month and provide recipes on how to cook with them.
- Have a drawing to win a prize, such as a cookbook, which employees can enter when they make a specific healthy purchase in the cafeteria (for example, a piece of fruit).
- Invite a Registered Dietitian or local chef to demonstrate the preparation of healthy eating meals and/or recipes.
- Create a healthy eating quiz and provide a prize for the winner, such as a gift certificate from a local grocery

Step #3: Create Something That Deserves To Rank #1

Here's the truth:

First page rankings have NOTHING to do with "keeping your site updated with fresh, quality content".

Instead, your ability to hit the first page (and stay there long-term) depends on ONE thing:

Creating something that deserves to rank #1.

Here's how Emil did exactly that:

1: Emil's post listed more wellness program ideas than any other guide

Most of the content that Emil found only talked about 5-10 wellness program ideas:

8 Employee Wellness Ideas That Would Actually Work

How to make it easier for workers to be healthy.

Simply providing showers to freshen up in will make it more practical for employees to bike to work exercise on breaks.

By Alison Green | April 13, 2015 | 9:47 a.m. EDT

So Emil went crazy and listed a whopping 121 ideas (more on that later).

2: Emil asked experts to contribute ideas

Emil's company partners with dozens of healthy snack companies.

And Emil guessed that these health-obsessed offices would be happy to share the wellness programs they used.

And he was right.

Emil got his team to ask their partners to send their best creative ideas:

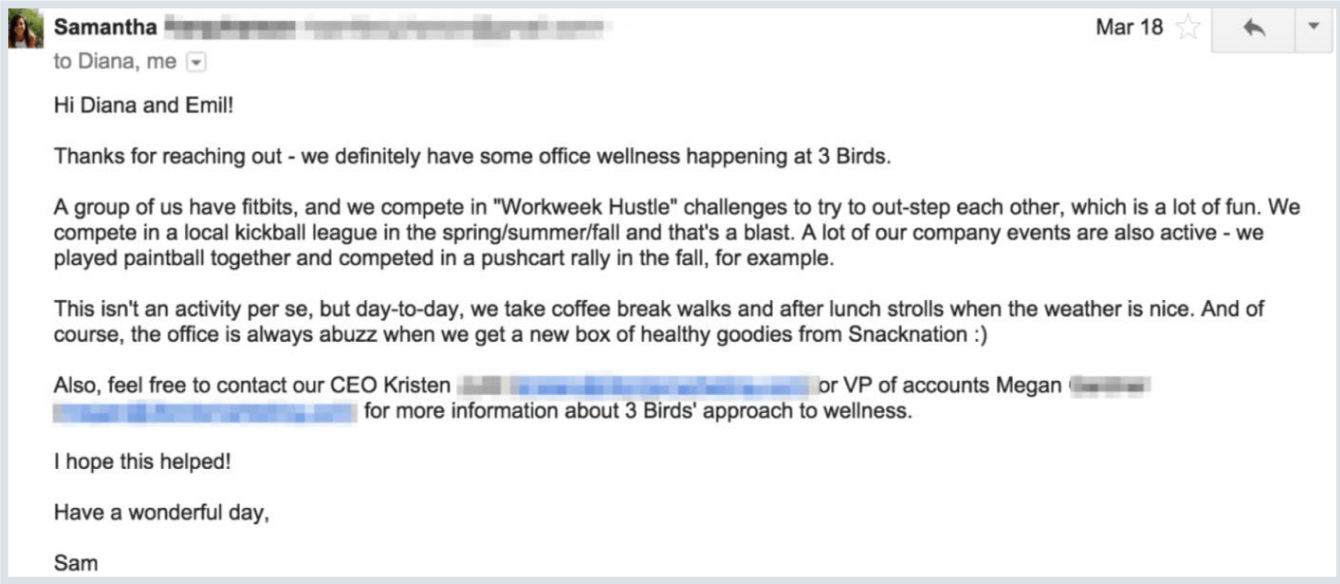
Diana [redacted] Mar 18

to Samantha, me

Hi Sam!

I wanted to connect you with Emil, who works on our Marketing Team. Emil is writing an article for our blog about cool and fun office wellness ideas. Is there someone on the HR or PR team that would have some good ideas to contribute that you do there at your office?

And, as you can see, these partners were happy to lend a hand:



Samantha [redacted] Mar 18

to Diana, me

Hi Diana and Emil!

Thanks for reaching out - we definitely have some office wellness happening at 3 Birds.

A group of us have fitbits, and we compete in "Workweek Hustle" challenges to try to out-step each other, which is a lot of fun. We compete in a local kickball league in the spring/summer/fall and that's a blast. A lot of our company events are also active - we played paintball together and competed in a pushcart rally in the fall, for example.

This isn't an activity per se, but day-to-day, we take coffee break walks and after lunch strolls when the weather is nice. And of course, the office is always abuzz when we get a new box of healthy goodies from Snacknation :)

Also, feel free to contact our CEO Kristen [redacted] or VP of accounts Megan [redacted] for more information about 3 Birds' approach to wellness.

I hope this helped!

Have a wonderful day,

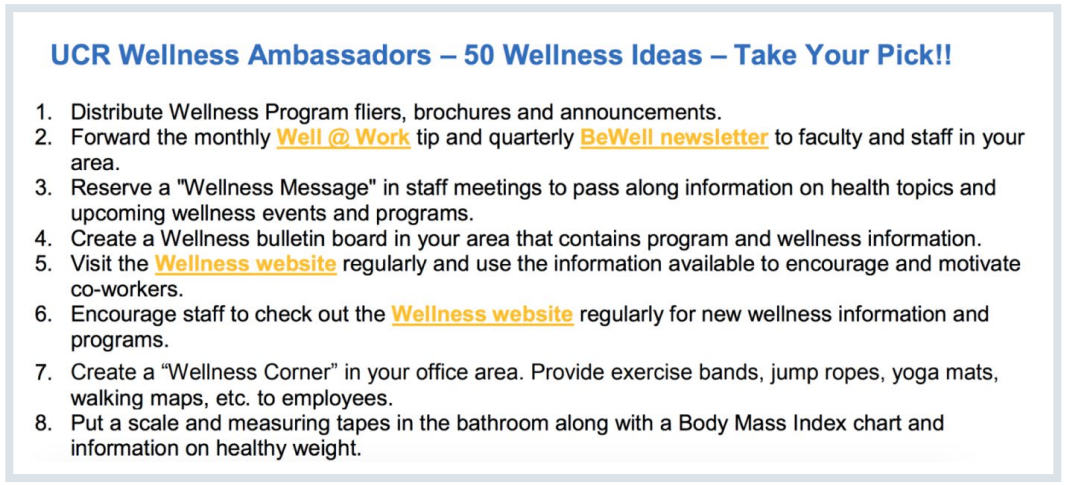
Sam

3: Emil split up his content into sections

Let's face it:

Sifting through a huge amount of items on a list can be a real a chore.

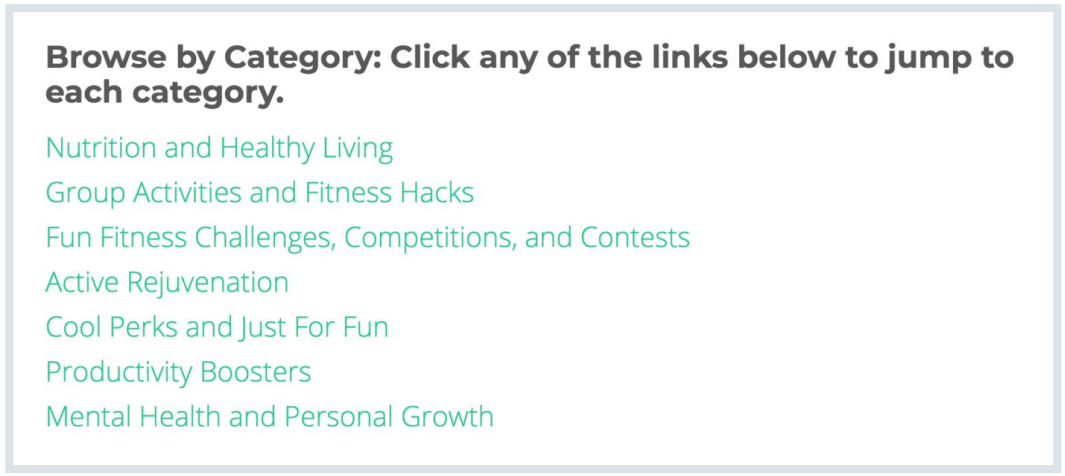
Despite that fact, many of the articles ranking in Google didn't organize their ideas into sections:



UCR Wellness Ambassadors – 50 Wellness Ideas – Take Your Pick!!

1. Distribute Wellness Program fliers, brochures and announcements.
2. Forward the monthly Well @ Work tip and quarterly BeWell newsletter to faculty and staff in your area.
3. Reserve a "Wellness Message" in staff meetings to pass along information on health topics and upcoming wellness events and programs.
4. Create a Wellness bulletin board in your area that contains program and wellness information.
5. Visit the Wellness website regularly and use the information available to encourage and motivate co-workers.
6. Encourage staff to check out the Wellness website regularly for new wellness information and programs.
7. Create a "Wellness Corner" in your office area. Provide exercise bands, jump ropes, yoga mats, walking maps, etc. to employees.
8. Put a scale and measuring tapes in the bathroom along with a Body Mass Index chart and information on healthy weight.

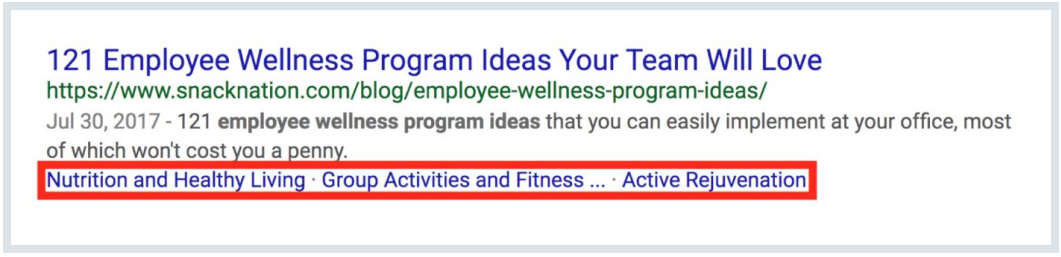
That's why Emil decided to organize his list of ideas into 7 categories:



Browse by Category: Click any of the links below to jump to each category.

Nutrition and Healthy Living
Group Activities and Fitness Hacks
Fun Fitness Challenges, Competitions, and Contests
Active Rejuvenation
Cool Perks and Just For Fun
Productivity Boosters
Mental Health and Personal Growth

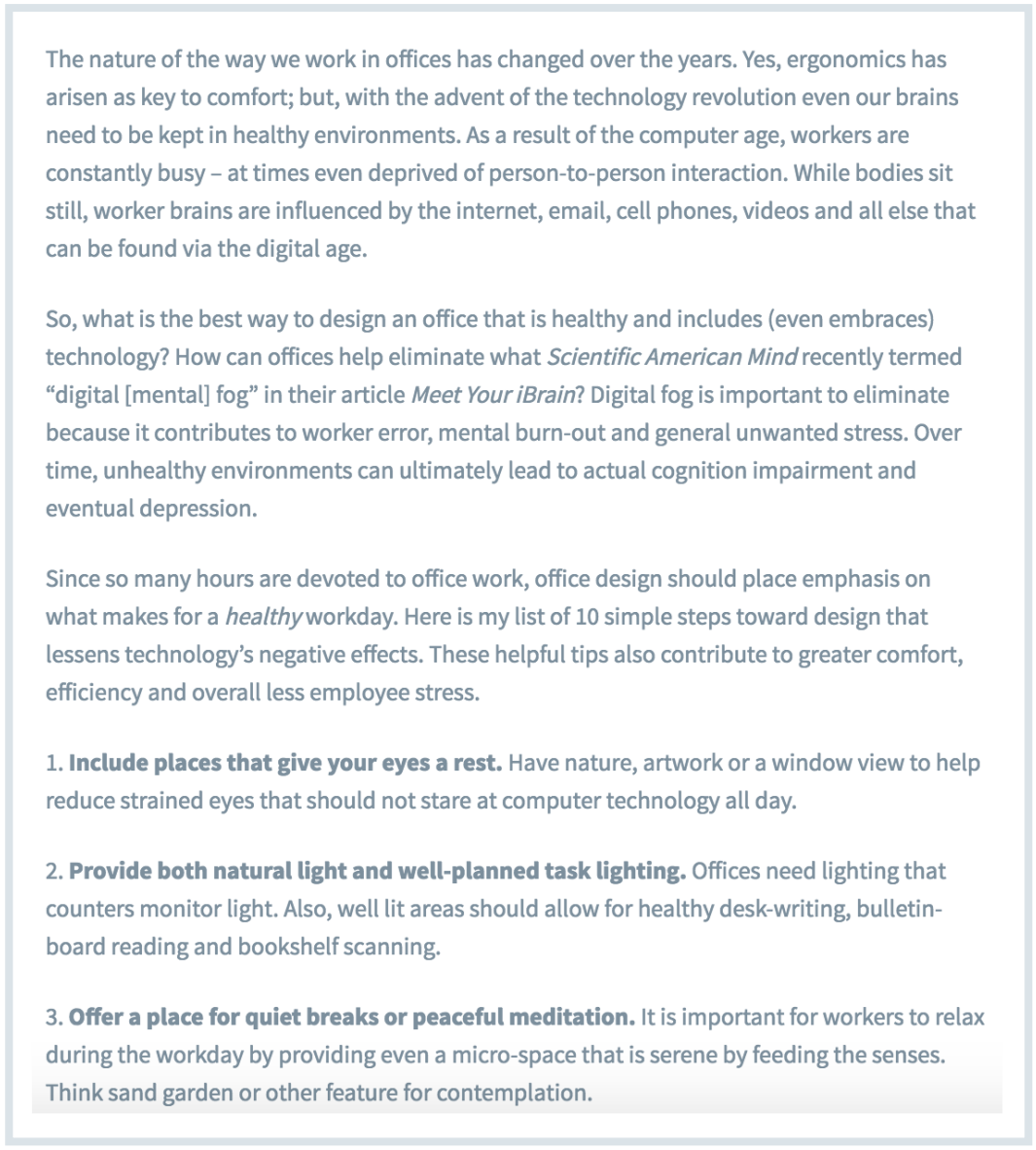
Not only do these sections make Emil's content easier to skim, but they got him nifty sitelinks in Google:



121 Employee Wellness Program Ideas Your Team Will Love
https://www.snacknation.com/blog/employee-wellness-program-ideas/
Jul 30, 2017 - 121 **employee wellness program ideas** that you can easily implement at your office, most of which won't cost you a penny.
Nutrition and Healthy Living · Group Activities and Fitness ... · Active Rejuvenation

4: Emil added multimedia to make his content more visually appealing

Like I mentioned earlier, most of the articles ranking on page 1 had VERY few visuals, like images, charts, or videos:



The nature of the way we work in offices has changed over the years. Yes, ergonomics has arisen as key to comfort; but, with the advent of the technology revolution even our brains need to be kept in healthy environments. As a result of the computer age, workers are constantly busy – at times even deprived of person-to-person interaction. While bodies sit still, worker brains are influenced by the internet, email, cell phones, videos and all else that can be found via the digital age.

So, what is the best way to design an office that is healthy and includes (even embraces) technology? How can offices help eliminate what *Scientific American Mind* recently termed "digital [mental] fog" in their article *Meet Your iBrain*? Digital fog is important to eliminate because it contributes to worker error, mental burn-out and general unwanted stress. Over time, unhealthy environments can ultimately lead to actual cognition impairment and eventual depression.

Since so many hours are devoted to office work, office design should place emphasis on what makes for a *healthy* workday. Here is my list of 10 simple steps toward design that lessens technology's negative effects. These helpful tips also contribute to greater comfort, efficiency and overall less employee stress.

1. **Include places that give your eyes a rest.** Have nature, artwork or a window view to help reduce strained eyes that should not stare at computer technology all day.

2. **Provide both natural light and well-planned task lighting.** Offices need lighting that counters monitor light. Also, well lit areas should allow for healthy desk-writing, bulletin-board reading and bookshelf scanning.

3. **Offer a place for quiet breaks or peaceful meditation.** It is important for workers to relax during the workday by providing even a micro-space that is serene by feeding the senses. Think sand garden or other feature for contemplation.

That's why Emil peppered his post with eye-catching images...

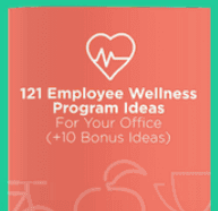
3. Provide your employees with healthy office snacks

Healthy snacks aid in weight control, improve mood, and boost energy, making it a no brainer to provide for your office. If you're already providing snacks to your employees, consider making the switch to healthier alternatives by becoming a member of an office snack delivery service.

4. Bring in a chef to teach people an easy cooking recipe

Hire a chef who specializes in healthy food to come in for a cooking demonstration

Don't have time to read through this entire list?



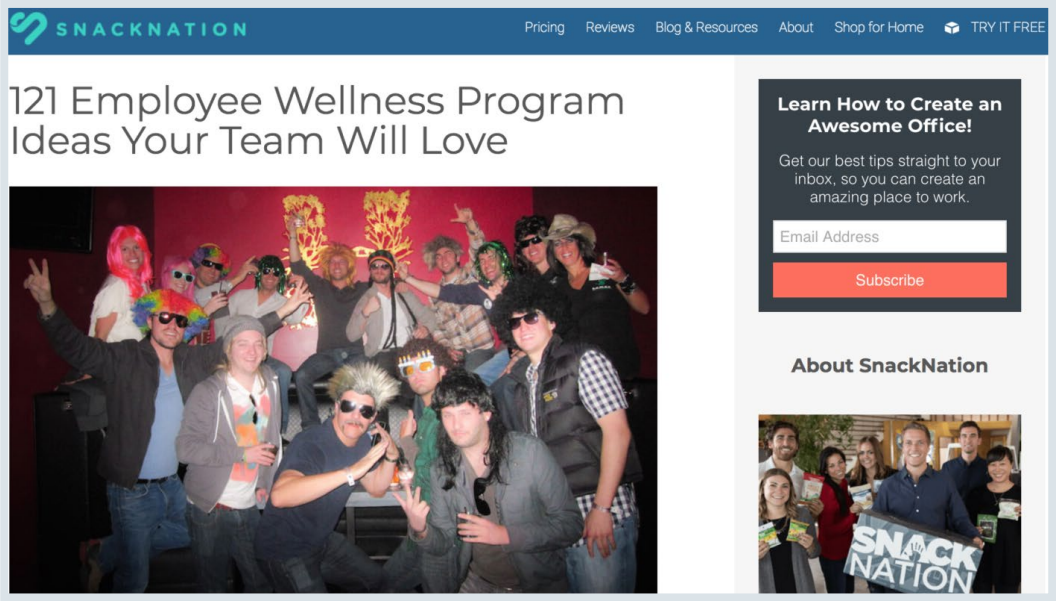
Download a PDF version of all 121 wellness ideas from this post and read it whenever you want!

...and helpful videos:

67. Make your office pet-friendly

Pets in the office help employees reduce stress and increase things like communication and productivity. Plus pet owners take multiple walks throughout the day.

And after a few tweaks, Emil's kick butt post was live: "121 Employee Wellness Program Ideas For Your Office".



Now that Emil's post was live, it was time to celebrate right?

Wrong.

I probably don't need to tell you that hitting "publish" is just the beginning.

That's why I want to show you the exact content promotion strategies that Emil used to get the word out about his new guide.

Step #4: Promote Your Epic Content

Here's how Emil promoted (and built links) to his content.

Emil Used "Pre-Outreach"

Once Emil put the finishing touches on his post, he knew he had something special.

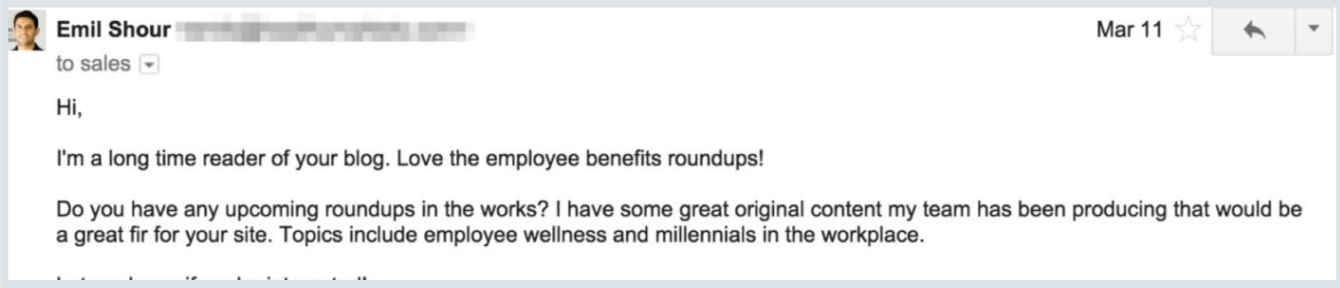
That's why he decided to promote his post...

...before he even published it.

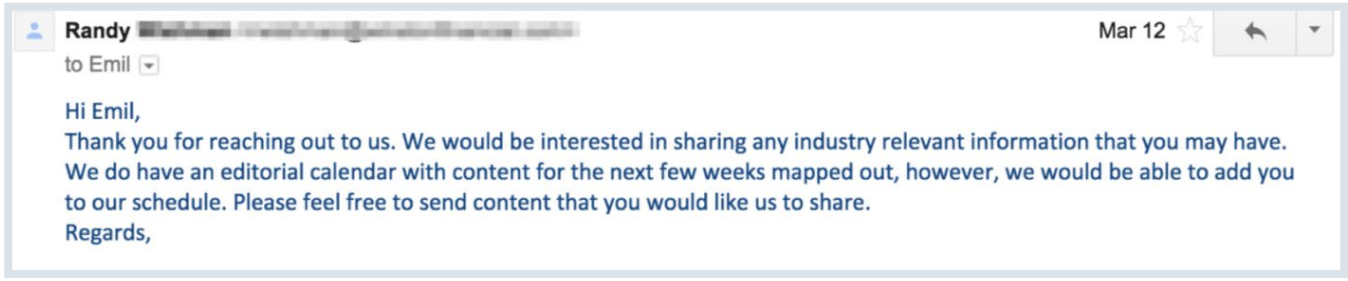
(This is known as "Pre-Outreach")

Here's how it went down:

First, Emil found blogs that wrote about employee wellness. And he sent them this message:


Emil Shour
Mar 11
to sales
Hi,
I'm a long time reader of your blog. Love the employee benefits roundups!
Do you have any upcoming roundups in the works? I have some great original content my team has been producing that would be a great fir for your site. Topics include employee wellness and millennials in the workplace.

Because he didn't beg for a link or share, they were happy to hear from him:

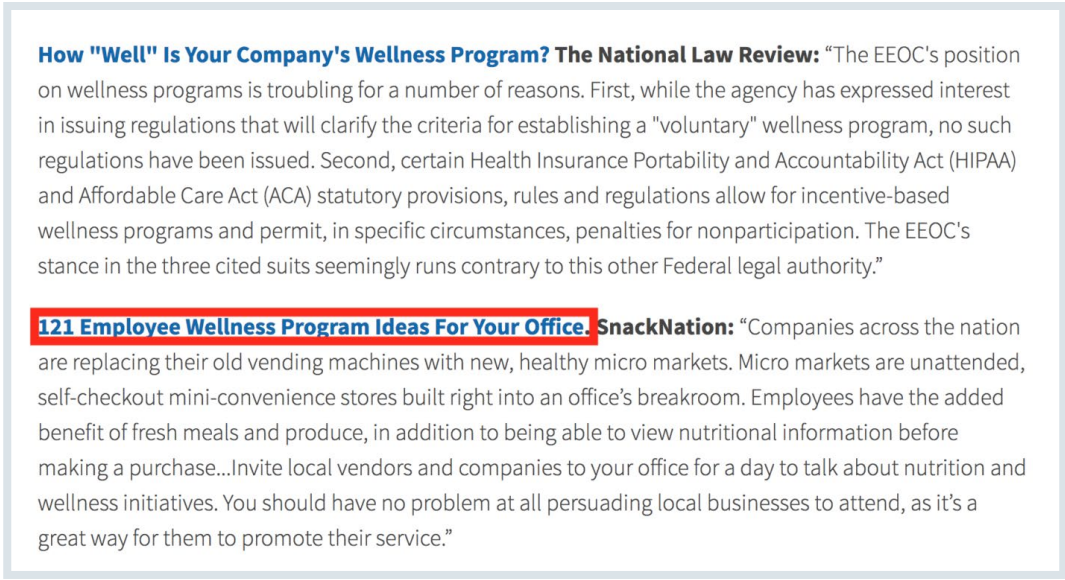


Randy [redacted] Mar 12

to Emil

Hi Emil,
Thank you for reaching out to us. We would be interested in sharing any industry relevant information that you may have. We do have an editorial calendar with content for the next few weeks mapped out, however, we would be able to add you to our schedule. Please feel free to send content that you would like us to share.
Regards,

In fact, one of the people that Emil reached out to linked to him later that day:



How "Well" Is Your Company's Wellness Program? The National Law Review: "The EEOC's position on wellness programs is troubling for a number of reasons. First, while the agency has expressed interest in issuing regulations that will clarify the criteria for establishing a "voluntary" wellness program, no such regulations have been issued. Second, certain Health Insurance Portability and Accountability Act (HIPAA) and Affordable Care Act (ACA) statutory provisions, rules and regulations allow for incentive-based wellness programs and permit, in specific circumstances, penalties for nonparticipation. The EEOC's stance in the three cited suits seemingly runs contrary to this other Federal legal authority."

121 Employee Wellness Program Ideas For Your Office. SnackNation: "Companies across the nation are replacing their old vending machines with new, healthy micro markets. Micro markets are unattended, self-checkout mini-convenience stores built right into an office's breakroom. Employees have the added benefit of fresh meals and produce, in addition to being able to view nutritional information before making a purchase...Invite local vendors and companies to your office for a day to talk about nutrition and wellness initiatives. You should have no problem at all persuading local businesses to attend, as it's a great way for them to promote their service."

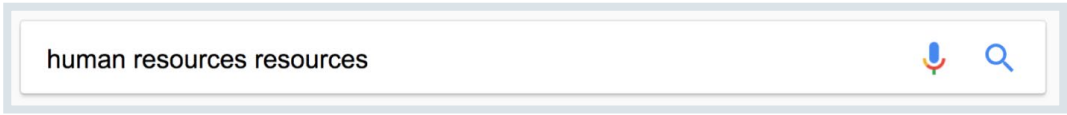
(And several people shared his blog post on social media)

Emil Promoted With “The Content Roadshow”

Next, Emil promoted his content with “The Content Roadshow”.

Let me show you how The Content Roadshow works:

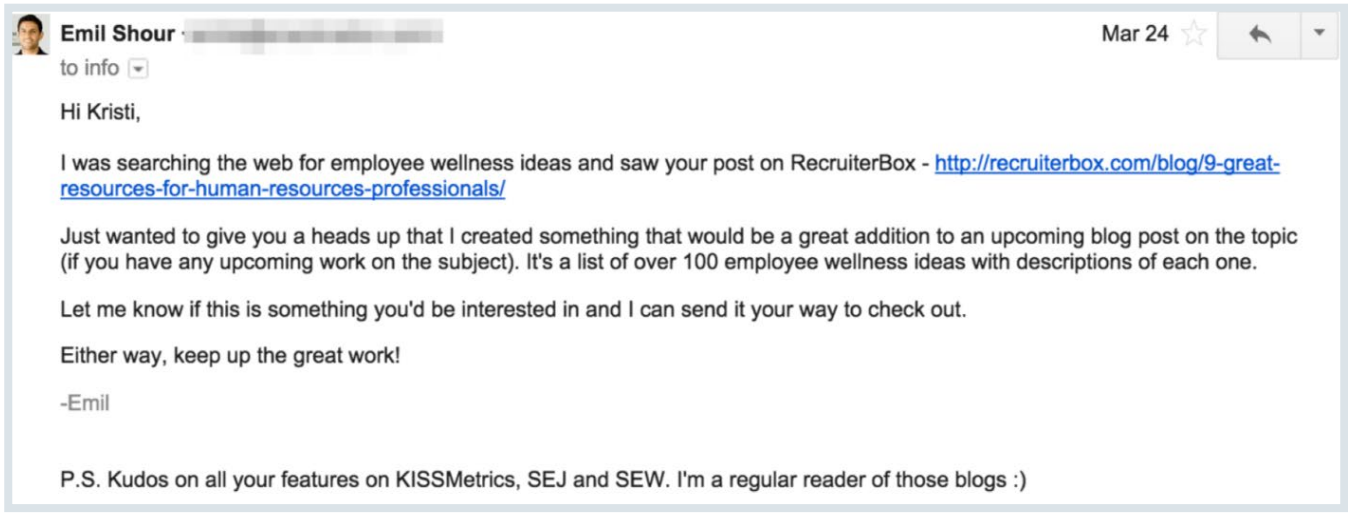
First, Emil searched for bloggers that wrote about employee wellness, human resources and other related topics.



And when he found a piece of great content like this one...

recruiterbox
Why Recruiterbox
Demo
← All blog articles
9 Great Resources for Human Resources Professionals
In Human Resources — by Recruiterbox
If you are a human resources manager, then you probably have a lot of work on your plate. If you find yourself in need of a second opinion, advice on a touchy subject, a community of other HR professionals to chat with, or simply the latest news in your industry, then be sure to check out the following HR and personnel management resources.
HR.com – HR.com is the largest online community for human resources professionals. They not only have a social network with hundreds of new members signing up daily, but they also have current articles, news, webcasts, events, white papers, templates, forms, and best practices. You can also contribute by creating your own member blog to share your advice, thoughts, and experiences in the HR world.

...he emailed the author:



Emil Shour [redacted] Mar 24

to info

Hi Kristi,

I was searching the web for employee wellness ideas and saw your post on RecruiterBox - http://recruiterbox.com/blog/9-great-resources-for-human-resources-professionals/

Just wanted to give you a heads up that I created something that would be a great addition to an upcoming blog post on the topic (if you have any upcoming work on the subject). It's a list of over 100 employee wellness ideas with descriptions of each one.

Let me know if this is something you'd be interested in and I can send it your way to check out.

Either way, keep up the great work!

-Emil

P.S. Kudos on all your features on KISSMetrics, SEJ and SEW. I'm a regular reader of those blogs :)

In this case, Kristi asked Emil to submit his content to her roundup:

Kristi [redacted] Mar 25

to Emil

Hi Emil,

Thanks for offering to share your content! I do have a weekly roundup post where I share business and marketing related content with my audience. If you'd like to be considered for inclusion in my weekly Fetching Friday post, please share using this form. :)

He did... and got a sweet backlink in return:

Reader Submissions:

- The Ultimate List of Infographic Directories by Richard Adams
- Product Photography Basics by Carol Alexander
- 121 Employee Wellness Program Ideas For Your Office by Emil Shour

Emil Emailed Brands

Next, Emil emailed the other companies that he referenced in his post.

For example, Emil mentioned Authority Nutrition here:

6. Debunk the common healthy eating myths

There's a lot of marketing around the food industry that tricks people into thinking certain foods or diets are healthy, when in fact they are not. This article by Authority Nutrition does a great job of addressing some of the most common nutrition mistakes that you can share with your team.

And sent them a message to let them know that they've been featured:

We featured you in our post Inbox x

Emil Shour [redacted] Mar 24

to kris

Hi Kris,

Wanted to reach out and let you know I cited your blog post "11 Most Common Nutritional Mistakes and How to Avoid Them" in a post I wrote on employee wellness ideas. You can check out our post here (you're #6):

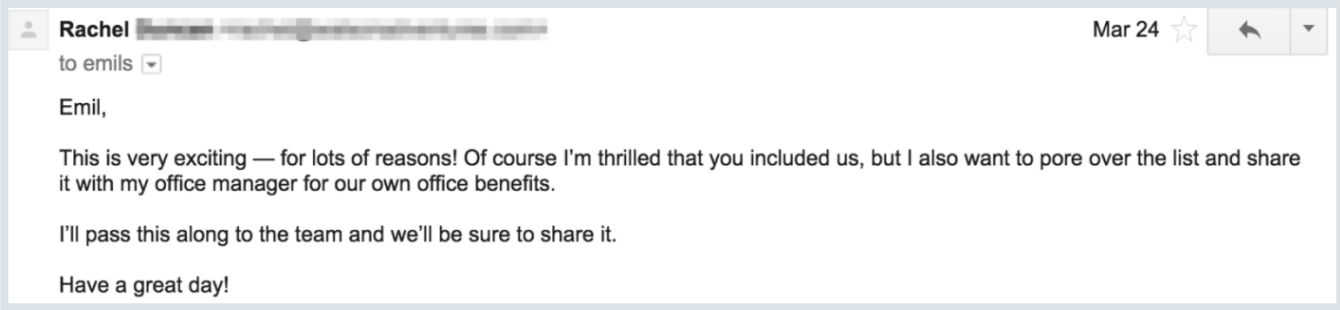
http://www.snacknation.com/employee-wellness-program-ideas/

Anyway, just wanted to say thanks for the killer content. If you find our post share-able, feel free to share with the [redacted] audience!

Cheers,

Emil

As you can see, they happily shared his post:

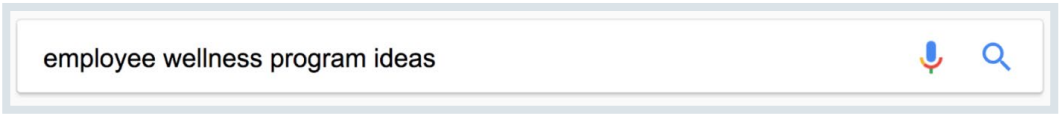

Rachel
Mar 24
to emils
Emil,
This is very exciting — for lots of reasons! Of course I'm thrilled that you included us, but I also want to pore over the list and share it with my office manager for our own office benefits.
I'll pass this along to the team and we'll be sure to share it.
Have a great day!

Emil Built Backlinks

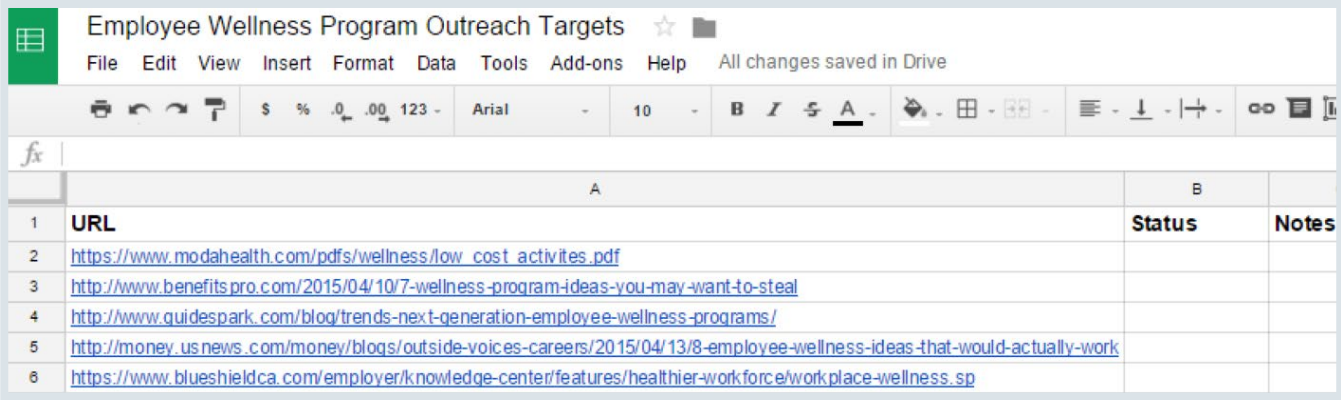
Now that Emil had some social proof going, it was time to get down and dirty with link building.

Here's the exact process that Emil used:

First, he searched for his target keyword in Google...

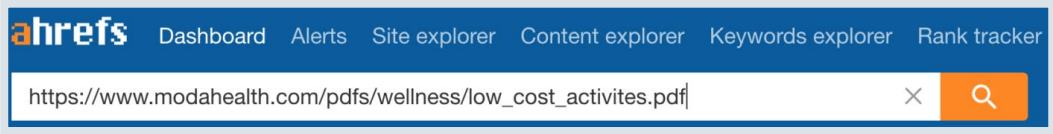


...and popped the top 50 results into a spreadsheet:

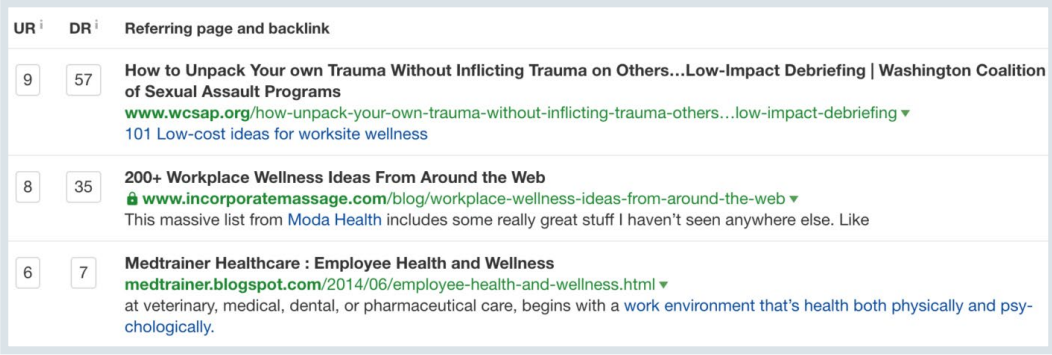


Next, Emil found out who linked to the top 50 results.

He popped each URL into a backlink analysis tool:


ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker
https://www.modahealth.com/pdfs/wellness/low_cost_activites.pdf

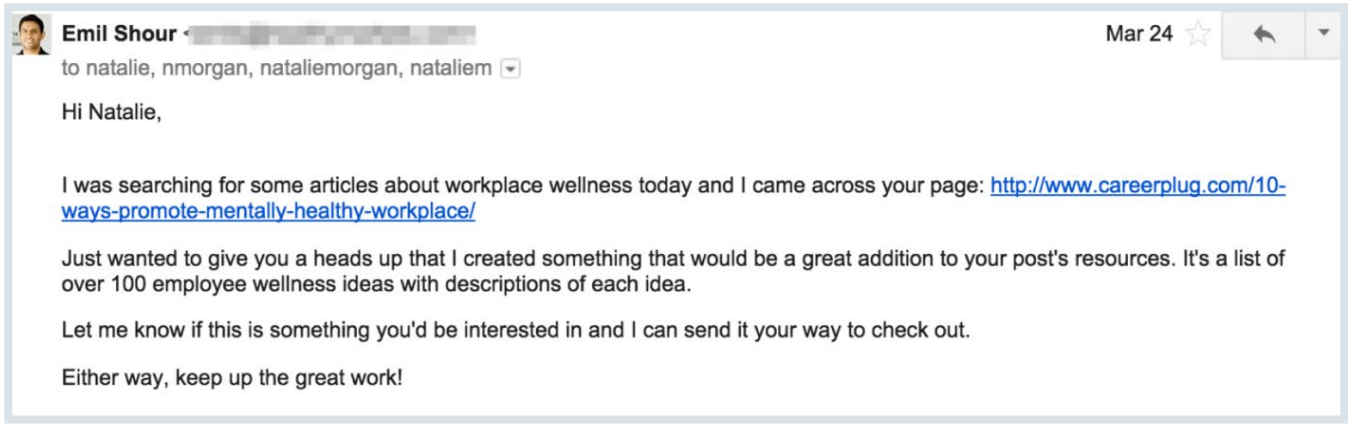
And went one-by-one through the results.


UR DR Referring page and backlink
9 57 How to Unpack Your own Trauma Without Inflicting Trauma on Others...Low-Impact Debriefing | Washington Coalition of Sexual Assault Programs
www.wcsap.org/how-unpack-your-own-trauma-without-inflicting-trauma-others...low-impact-debriefing
101 Low-cost ideas for worksite wellness
8 35 200+ Workplace Wellness Ideas From Around the Web
www.incorporatemassage.com/blog/workplace-wellness-ideas-from-around-the-web
This massive list from Moda Health includes some really great stuff I haven't seen anywhere else. Like
6 7 Medtrainer Healthcare : Employee Health and Wellness
medtrainer.blogspot.com/2014/06/employee-health-and-wellness.html
at veterinary, medical, dental, or pharmaceutical care, begins with a work environment that's health both physically and psychologically.

Then he emailed each of those people to let them know about his new, superior resource.

Let's take a look at a real life example of Emil's outreach in action...

Here's his first email:



Emil Shour [redacted] Mar 24

to natalie, nmorgan, nataliemorgan, nataliem

Hi Natalie,

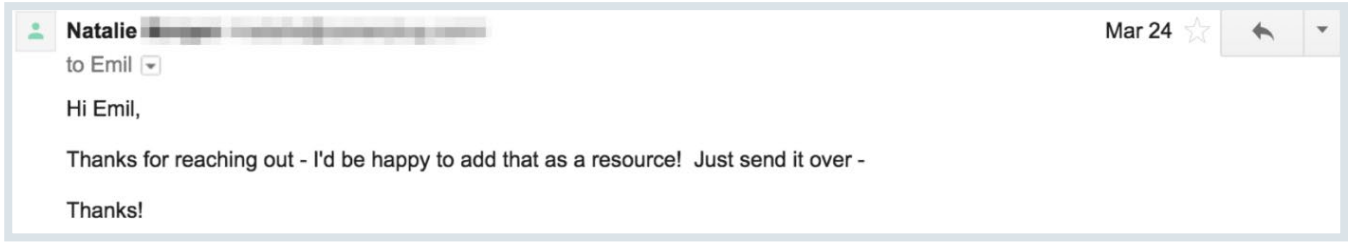
I was searching for some articles about workplace wellness today and I came across your page: http://www.careerplug.com/10-ways-promote-mentally-healthy-workplace/

Just wanted to give you a heads up that I created something that would be a great addition to your post's resources. It's a list of over 100 employee wellness ideas with descriptions of each idea.

Let me know if this is something you'd be interested in and I can send it your way to check out.

Either way, keep up the great work!

Her response:



Natalie [redacted] Mar 24

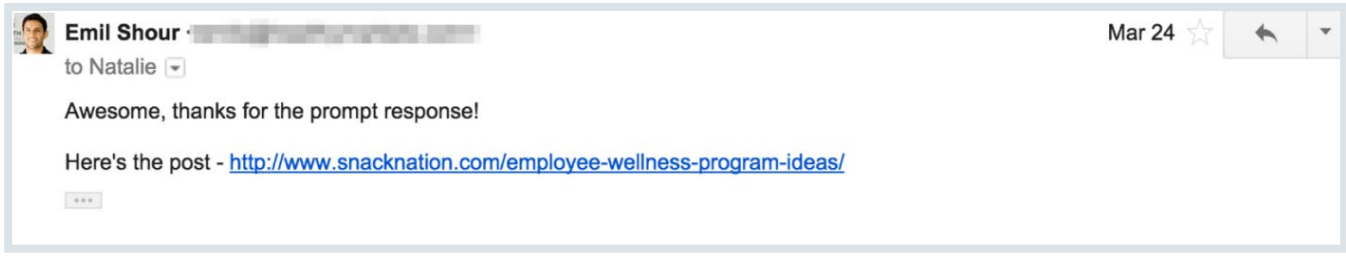
to Emil

Hi Emil,

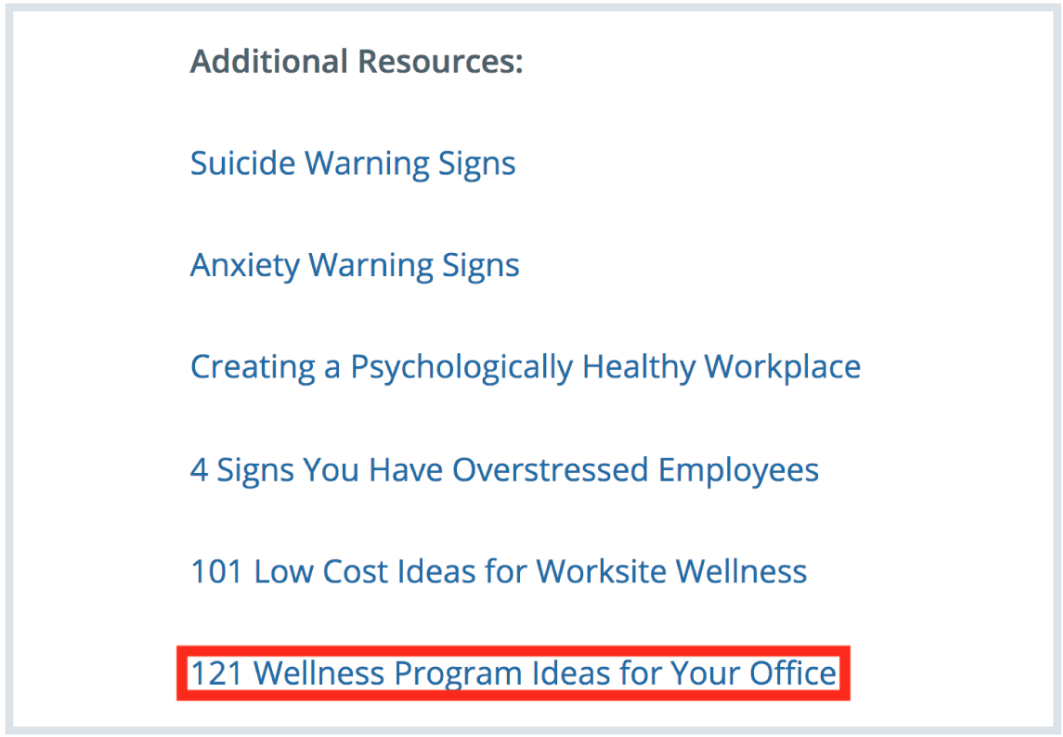
Thanks for reaching out - I'd be happy to add that as a resource! Just send it over -

Thanks!

His second email (with a link to his content)



Boom! A link:


Additional Resources:
Suicide Warning Signs
Anxiety Warning Signs
Creating a Psychologically Healthy Workplace
4 Signs You Have Overstressed Employees
101 Low Cost Ideas for Worksite Wellness
121 Wellness Program Ideas for Your Office

All of these links led to a solid uptick in traffic:

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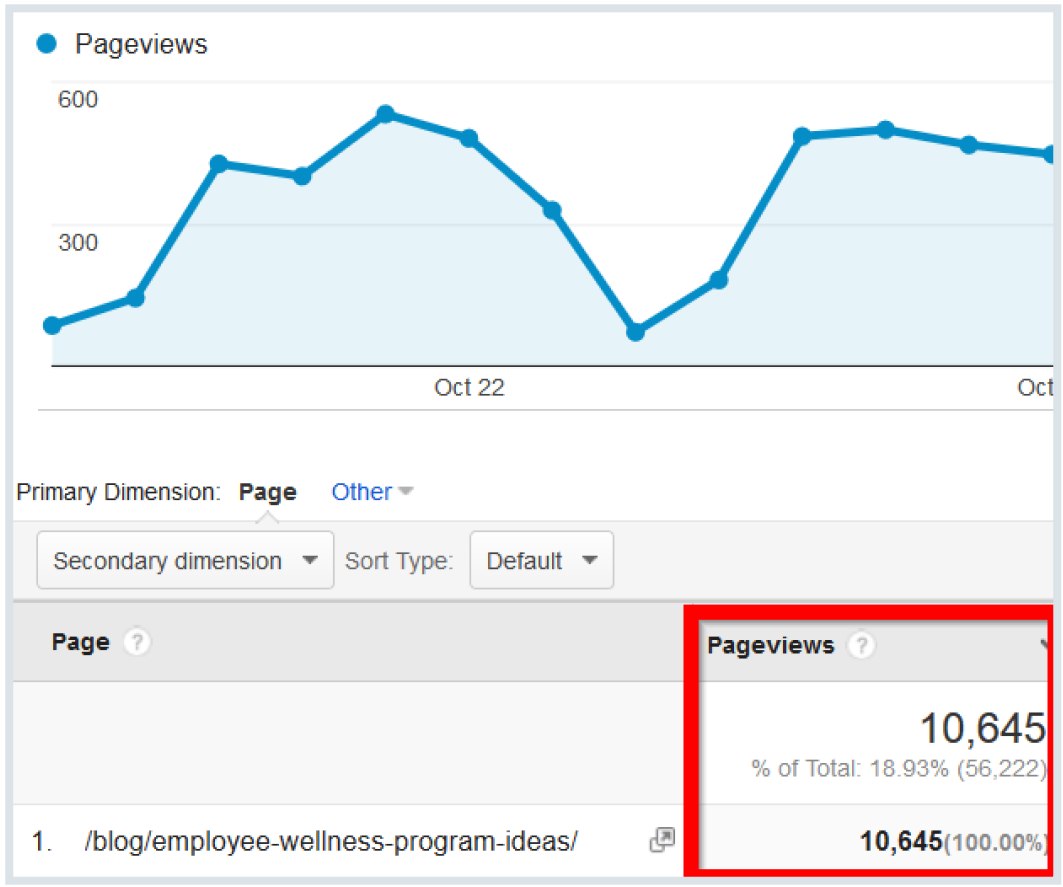

And a #1 Google ranking:

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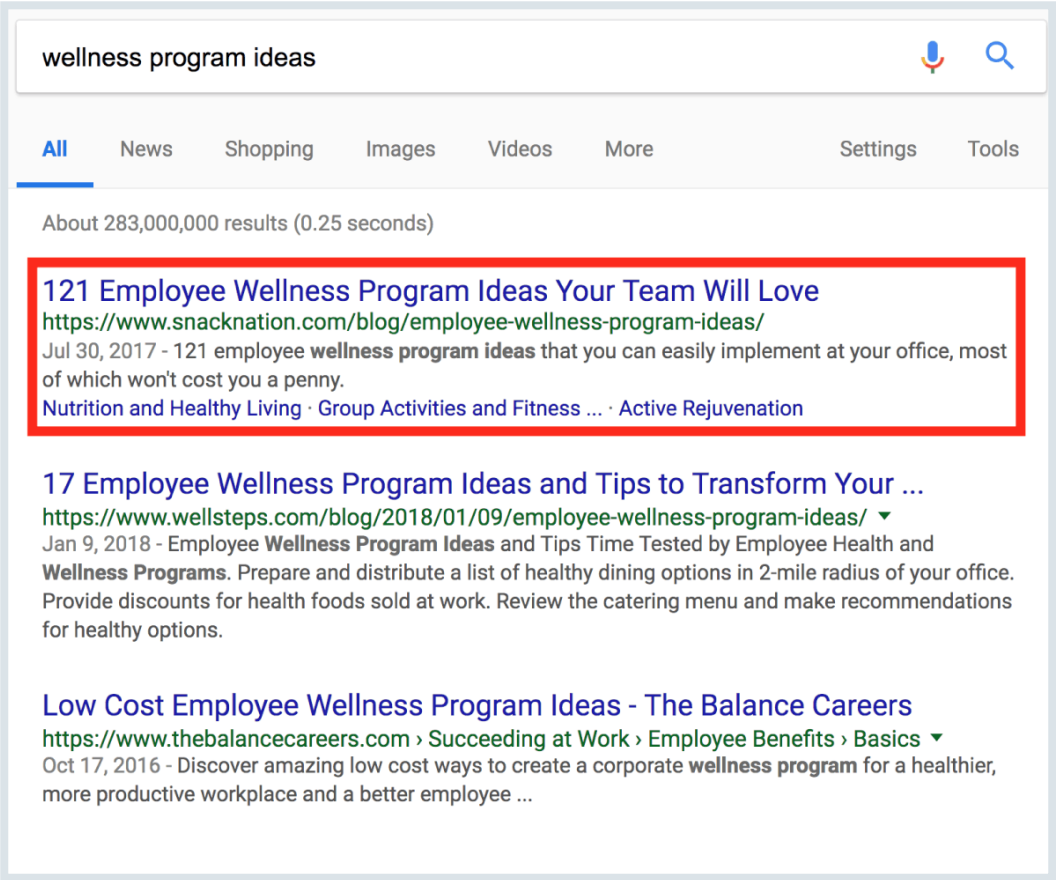

wellness program ideas
All
News
Shopping
Images
Videos
More
Settings
Tools
About 283,000,000 results (0.25 seconds)
121 Employee Wellness Program Ideas Your Team Will Love
https://www.snacknation.com/blog/employee-wellness-program-ideas/
Jul 30, 2017 - 121 employee wellness program ideas that you can easily implement at your office, most of which won't cost you a penny.
Nutrition and Healthy Living · Group Activities and Fitness ... · Active Rejuvenation
17 Employee Wellness Program Ideas and Tips to Transform Your ...
https://www.wellsteps.com/blog/2018/01/09/employee-wellness-program-ideas/
Jan 9, 2018 - Employee Wellness Program Ideas and Tips Time Tested by Employee Health and Wellness Programs. Prepare and distribute a list of healthy dining options in 2-mile radius of your office. Provide discounts for health foods sold at work. Review the catering menu and make recommendations for healthy options.
Low Cost Employee Wellness Program Ideas - The Balance Careers
https://www.thebalancecareers.com › Succeeding at Work › Employee Benefits › Basics
Oct 17, 2016 - Discover amazing low cost ways to create a corporate wellness program for a healthier, more productive workplace and a better employee ...

(Because Emil didn't do anything shady, these rankings should last over the long run)

Case Study #2: How Richard Got 348% More Traffic

Now it's time show you how Richard boosted his organic traffic by 348%... in 7 days.

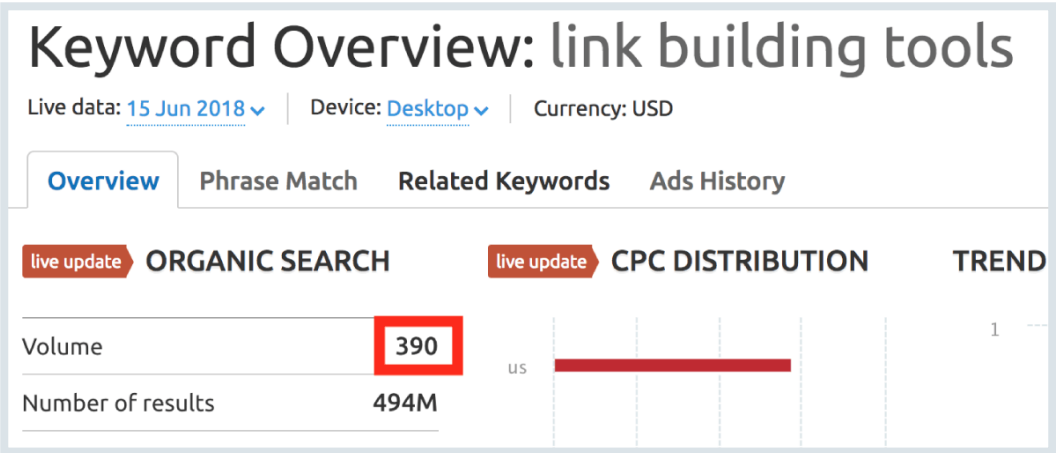
The craziest part? Richard got these results in a SUPER competitive niche (digital marketing).

Here's what went down:

Step #1: Richard Found a Keyword

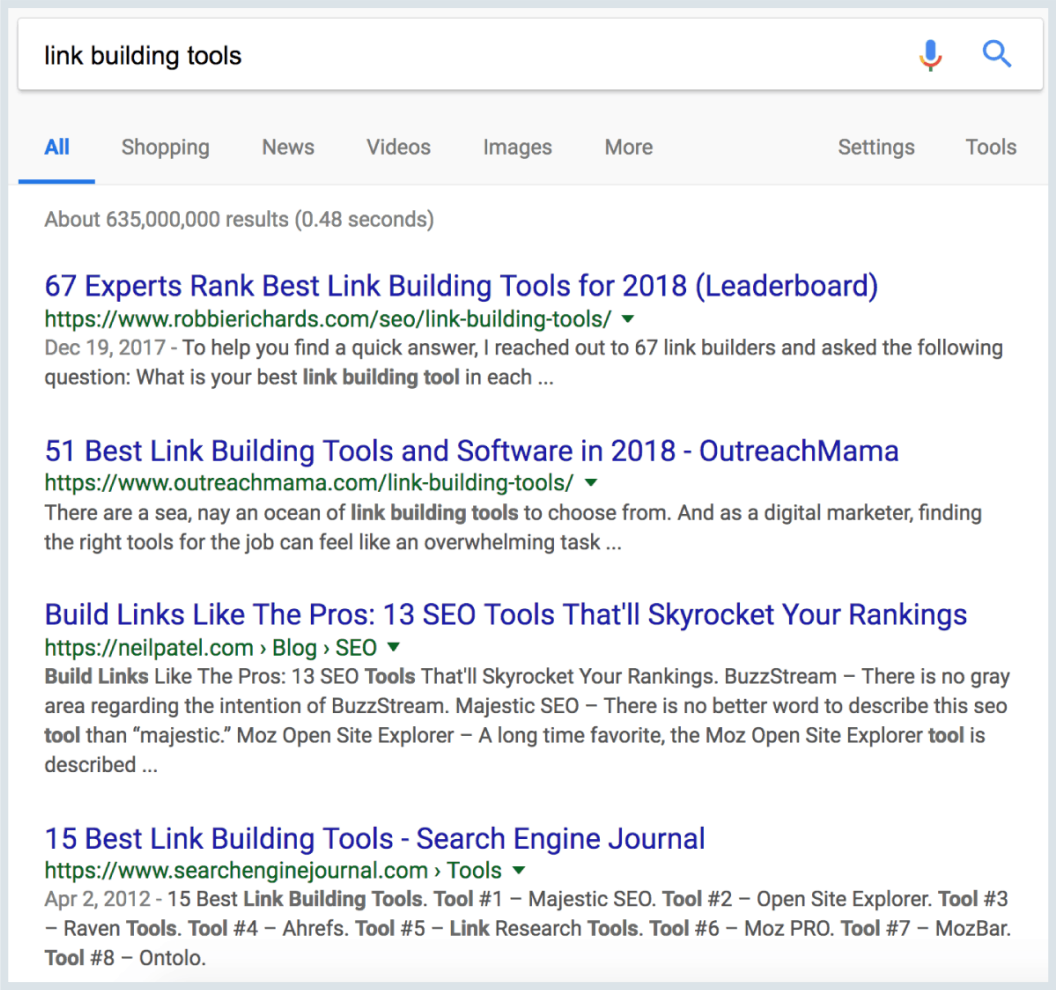
As an SEO newbie, Richard wanted to know which white hat SEO tools the experts used (in other words, not automated black hat tools).

And when he typed "link building tools" into SEMRush, he noticed that this keyword got a decent amount of searches every month.



Step #2: Richard Sized Up The Competition

When Richard went through the first page results for “link building tools”, he wasn’t super impressed:


link building tools
All
Shopping
News
Videos
Images
More
Settings
Tools
About 635,000,000 results (0.48 seconds)
67 Experts Rank Best Link Building Tools for 2018 (Leaderboard)
https://www.robbierichards.com/seo/link-building-tools/
Dec 19, 2017 - To help you find a quick answer, I reached out to 67 link builders and asked the following question: What is your best link building tool in each ...
51 Best Link Building Tools and Software in 2018 - OutreachMama
https://www.outreachmama.com/link-building-tools/
There are a sea, nay an ocean of link building tools to choose from. And as a digital marketer, finding the right tools for the job can feel like an overwhelming task ...
Build Links Like The Pros: 13 SEO Tools That'll Skyrocket Your Rankings
https://neilpatel.com › Blog › SEO
Build Links Like The Pros: 13 SEO Tools That'll Skyrocket Your Rankings. BuzzStream – There is no gray area regarding the intention of BuzzStream. Majestic SEO – There is no better word to describe this seo tool than “majestic.” Moz Open Site Explorer – A long time favorite, the Moz Open Site Explorer tool is described ...
15 Best Link Building Tools - Search Engine Journal
https://www.searchenginejournal.com › Tools
Apr 2, 2012 - 15 Best Link Building Tools. Tool #1 – Majestic SEO. Tool #2 – Open Site Explorer. Tool #3 – Raven Tools. Tool #4 – Ahrefs. Tool #5 – Link Research Tools. Tool #6 – Moz PRO. Tool #7 – MozBar. Tool #8 – Ontolo.

Most were lists of tools, like this:

Tool #1 – Majestic SEO

Majestic SEO is a website browser that allows you to see which sites are linking to your competitors' pages, allowing you to both determine how difficult it will be to beat them in the SERPs and identify new opportunities to build links back to your site. The program offers a free report for any site you control (which can be especially useful in ensuring link sources are still linking back to your website), though to access the full spectrum of data this site provides, you'll need to upgrade to the paid version.

Tool #2 – Open Site Explorer

The SEOMoz Open Site Explorer offers similar features as MajesticSEO, although you're able to access slightly more information with this program's free version. Enter your competitors' websites into the tool and pay special attention to their Inbound Links, Linking Domains, and Anchor Text – all of which may help inform your link building strategy. For even more access, including data on social shares across Facebook, Google+ and Twitter, consider upgrading to the paid version of the tool.

Tool #3 – Raven Tools

Raven Tools' SEO Tools feature isn't cheap (plans start at $99/month), but the data this program gives you access to is well worth the expense. Specifically, take a look at the company's Link Manager program, which allows you to research potential link partners, automatically grab webmaster contact information and

Sure, a list like this can be pretty helpful.

But lists like these don't answer the fundamental question: "Which link building tools should I use?"

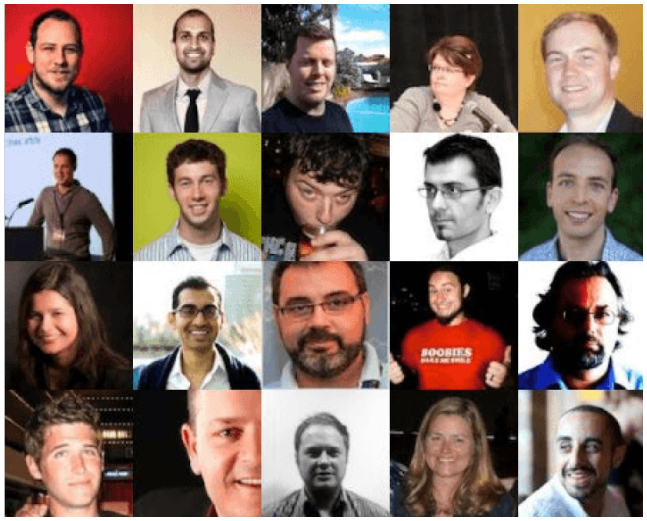
That's when he decided to create something that DID answer that question.

Step #3: Richard Created an Awesome Piece of Content

Like I said, Richard was brand new to SEO.

So he wasn't about to write a post like: "Here's the best link building tool on the planet".

Instead, he emailed 115 influential people in the SEO space...and got 47 replies (that's a 41% conversion rate).



The end result is Richard's expert roundup post, 55 SEO Experts Reveal 3 Favorite Link Building Tools:

55 SEO Experts Reveal 3 Favourite Link Building Tools

Think you need dozens of tools for link building? Think again.

I asked 55 SEO experts and prolific bloggers a simple question:

"If you could only use 3 SEO tools for your link building campaigns which 3 would you choose?"

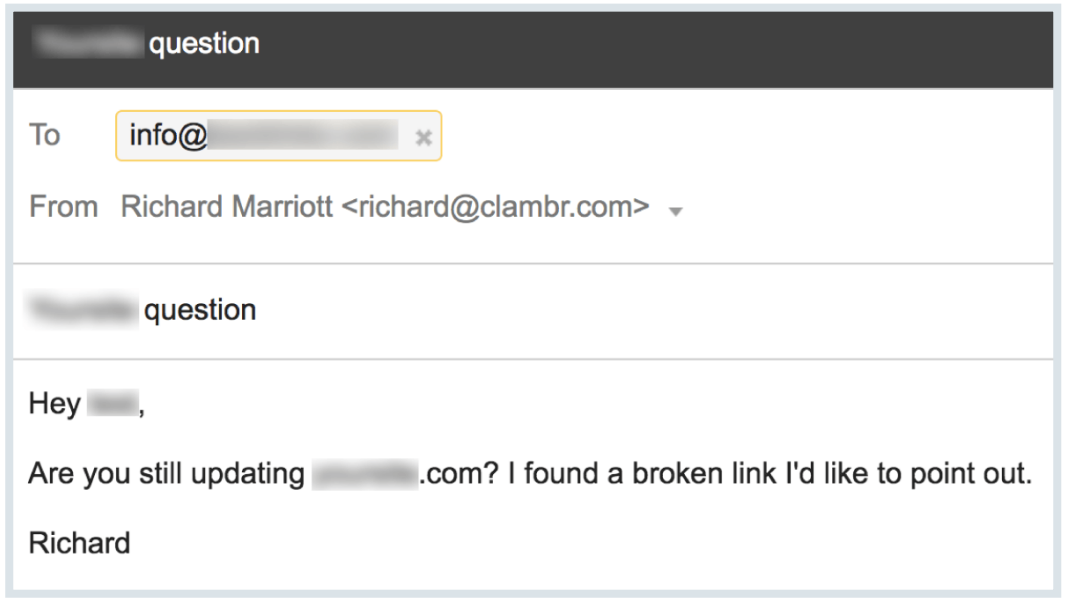
I wanted to know plain and simple which tools I must seriously consider and what I can live without.

Step #4: Richard Promoted His Content With Email Outreach

Specifically, he used Broken Link Building (which I outlined in Chapter 4).

First, he found pages with broken links.

And he sent the author of that page this script:



When they replied saying “What’s the broken link?”, he sent them this email:

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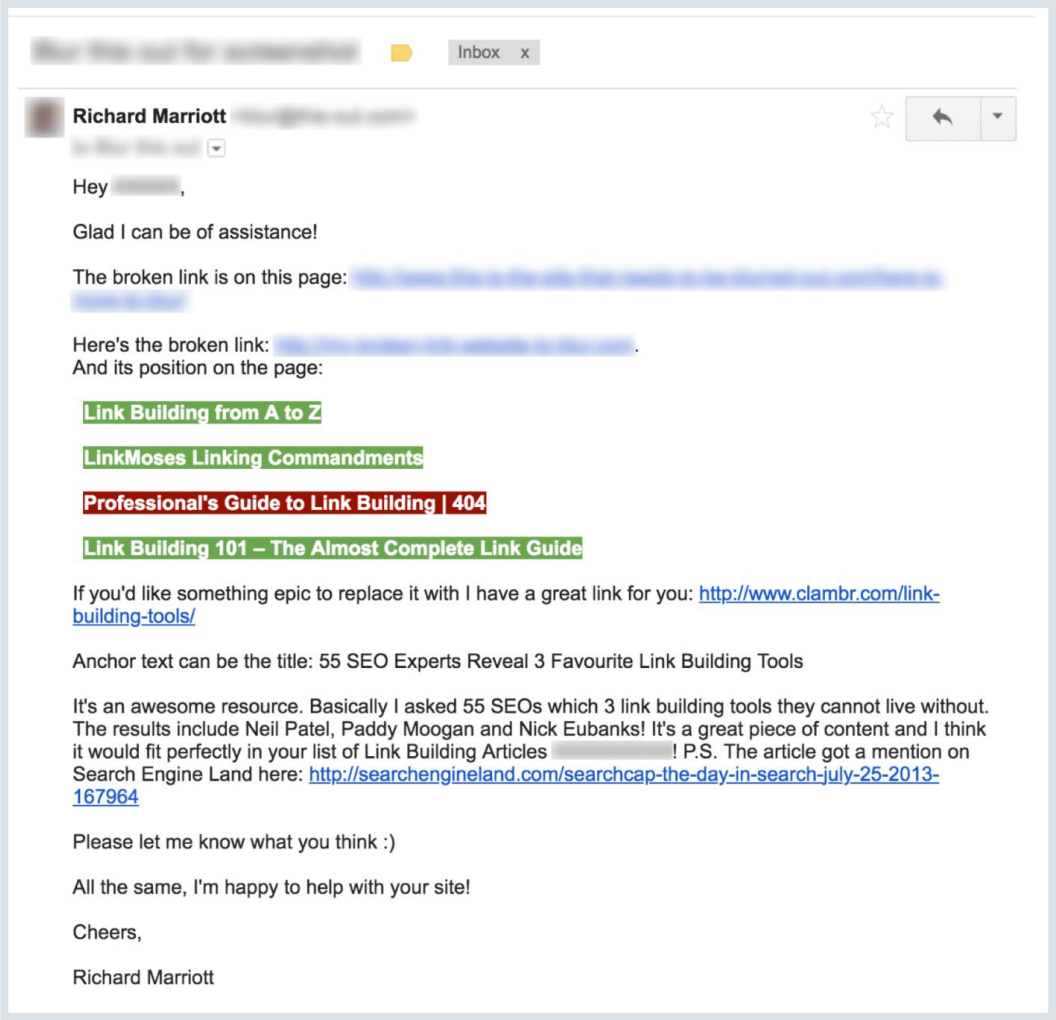


Inbox x

Richard Marriott

Hey ,

Glad I can be of assistance!

The broken link is on this page:

Here's the broken link: .
And its position on the page:

Link Building from A to Z

LinkMoses Linking Commandments

Professional's Guide to Link Building | 404

Link Building 101 – The Almost Complete Link Guide

If you'd like something epic to replace it with I have a great link for you: http://www.clambr.com/link-building-tools/

Anchor text can be the title: 55 SEO Experts Reveal 3 Favourite Link Building Tools

It's an awesome resource. Basically I asked 55 SEOs which 3 link building tools they cannot live without. The results include Neil Patel, Paddy Moogan and Nick Eubanks! It's a great piece of content and I think it would fit perfectly in your list of Link Building Articles ! P.S. The article got a mention on Search Engine Land here: http://searchengineland.com/searchcap-the-day-in-search-july-25-2013-167964

Please let me know what you think :)

All the same, I'm happy to help with your site!

Cheers,

Richard Marriott

And he was rewarded with a handful of high quality backlinks:

to me

Hi Richard,

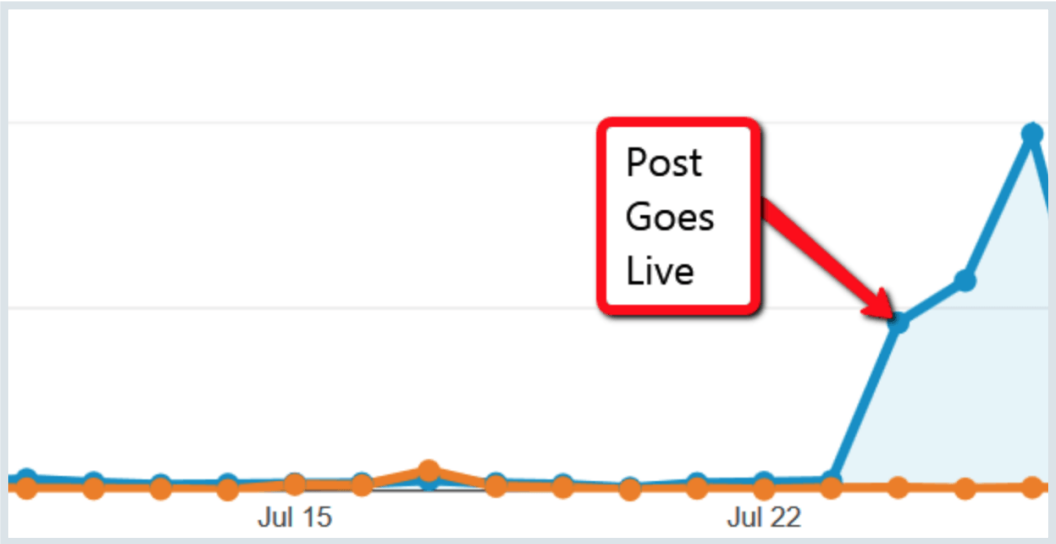
Thanks for the update. Yes, I can add your link and replace the 404 on the resources page.
OK, done.
Since we are on the topic of link building, do you have any sites where it would make sense to link to a [redacted]?
Also, where are you located?

Regards,

Including links from:

- SearchEngineLand.com (DA92)
- An authority resource page
- A popular digital marketing firm's blog

And those links led to a HUGE spike in organic traffic (an increase of 348% to be exact):



Want more actionable SEO content like this? Then make sure to subscribe to my YouTube channel right now.

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